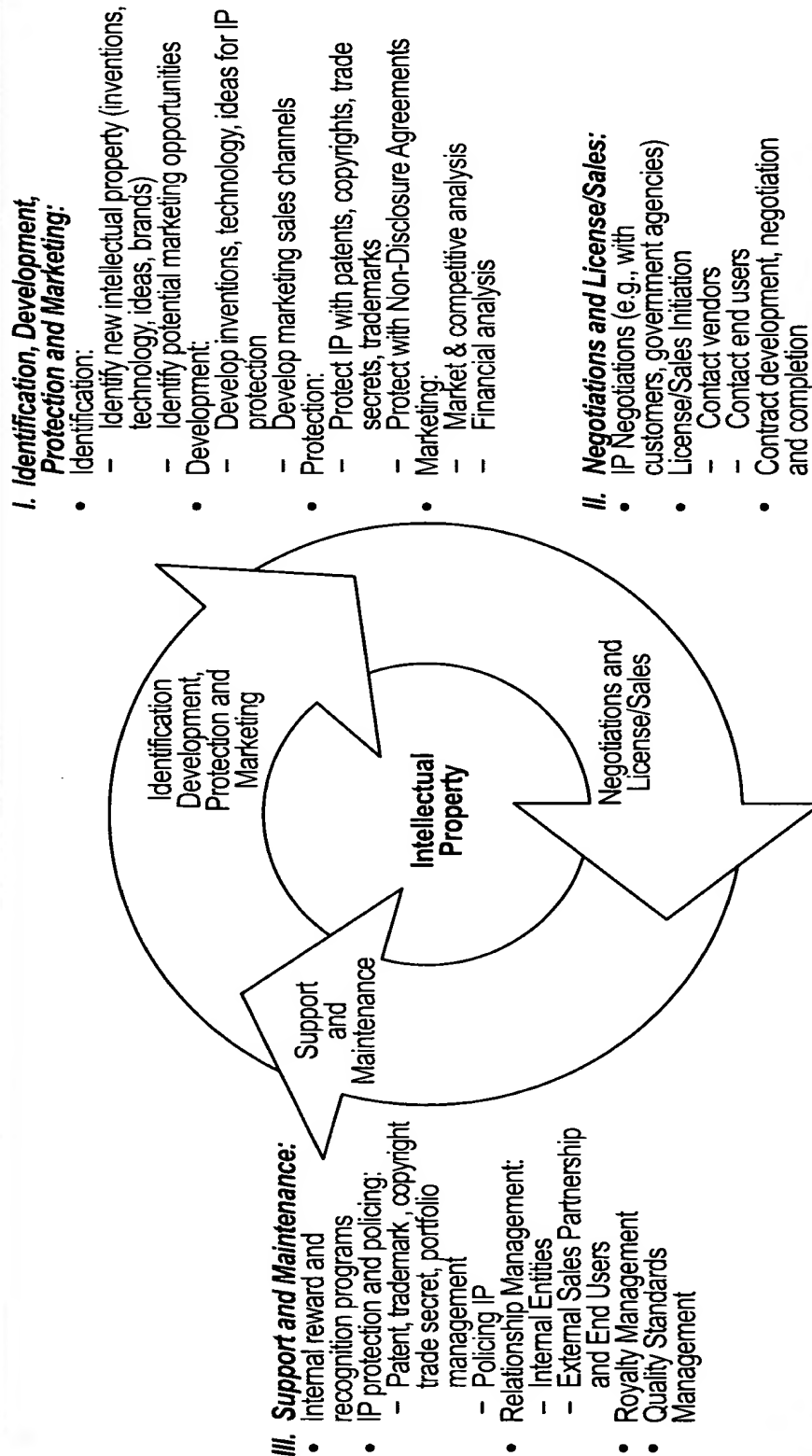




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Continuous Intellectual Property Process



October 1999

Fig. 1

IP Protection Life Cycle

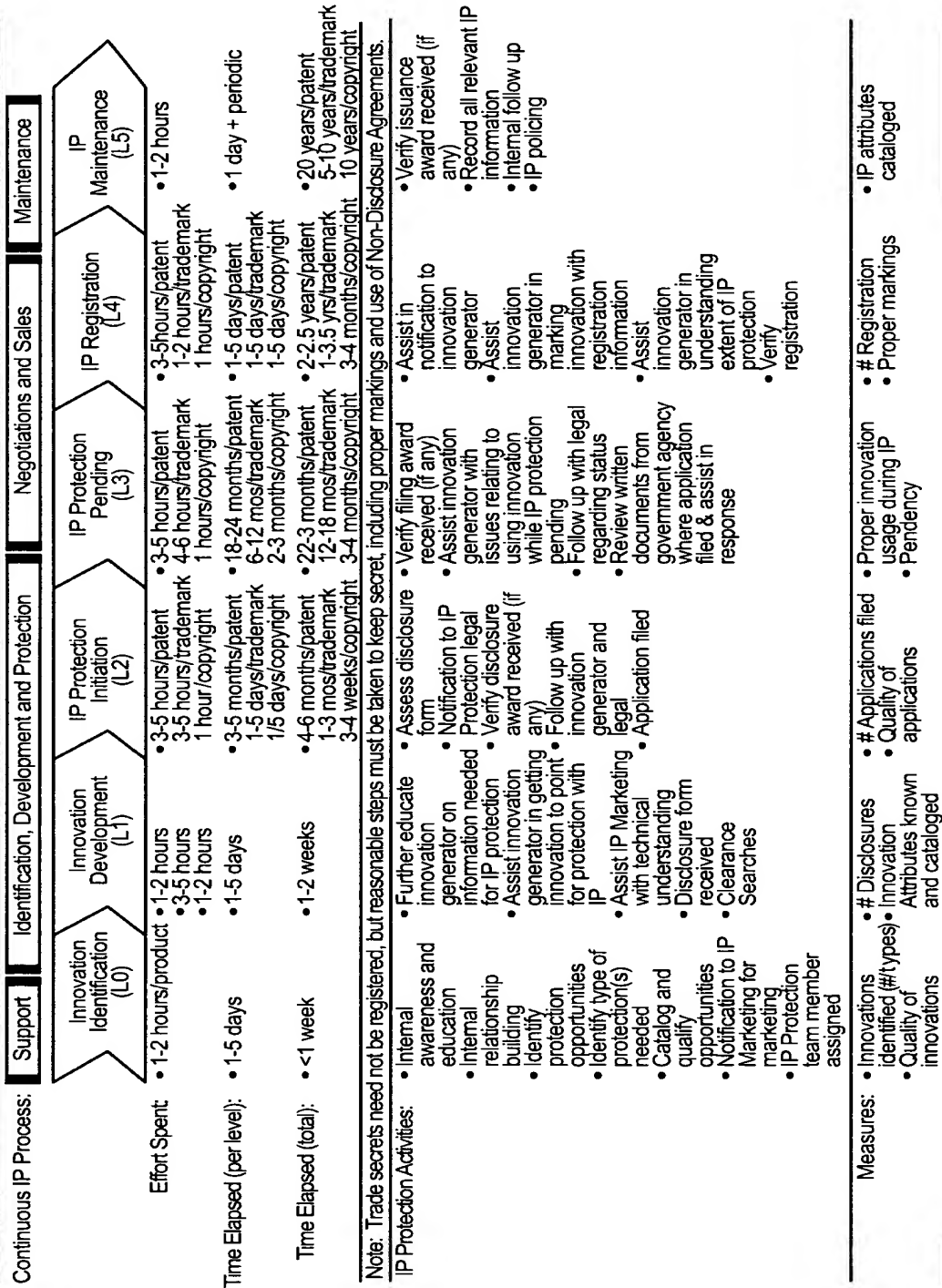
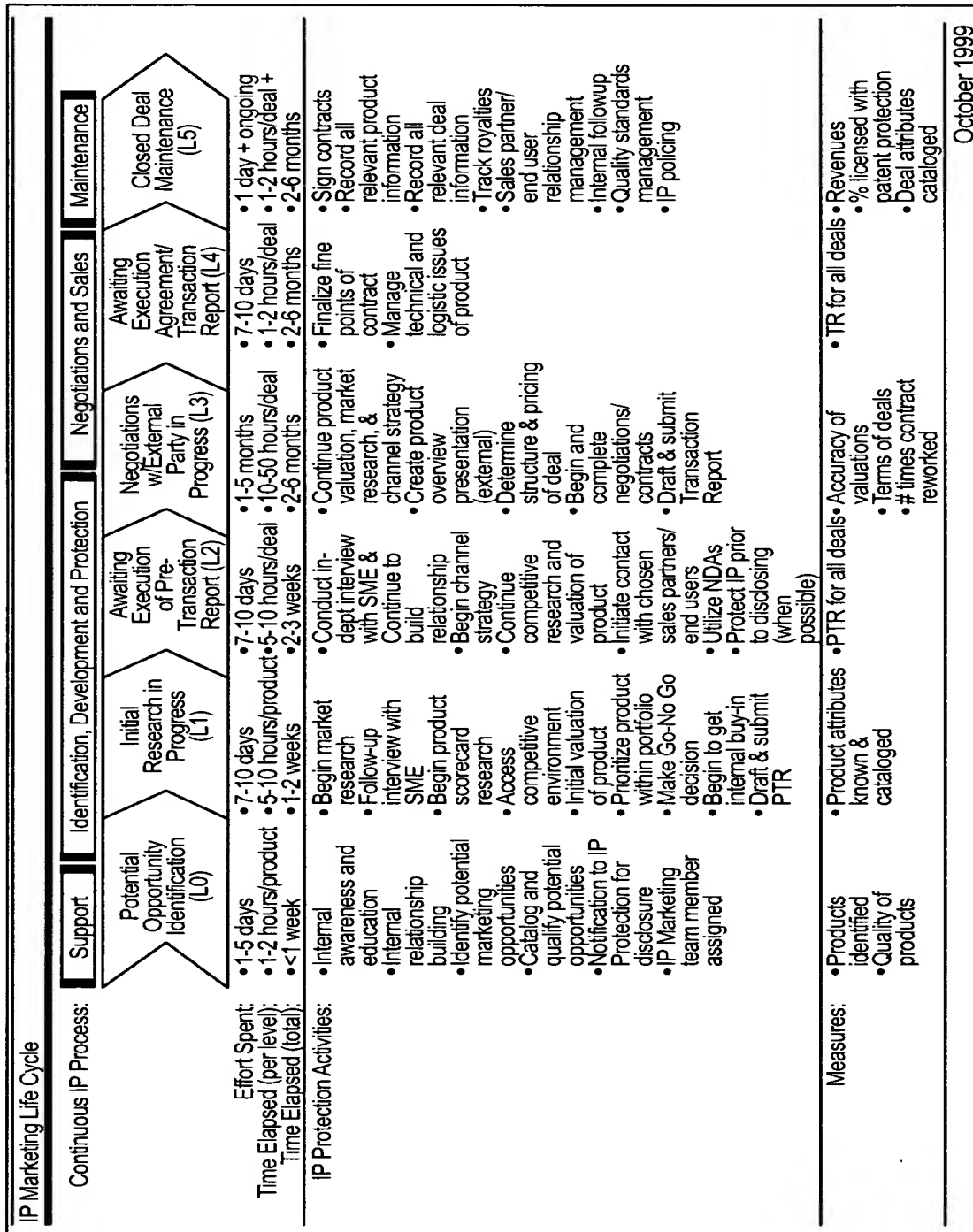


Fig. 2



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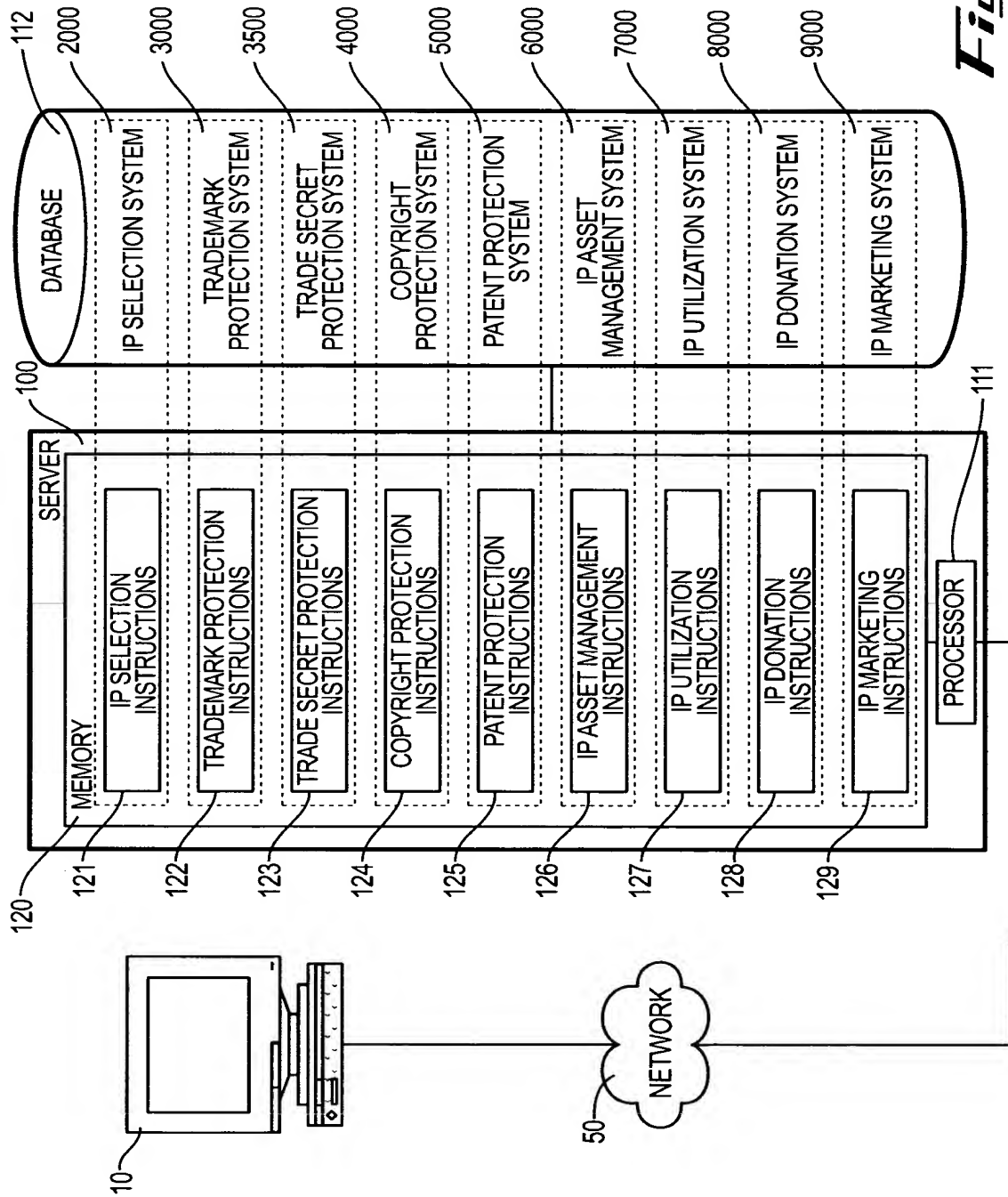


Fig. 4

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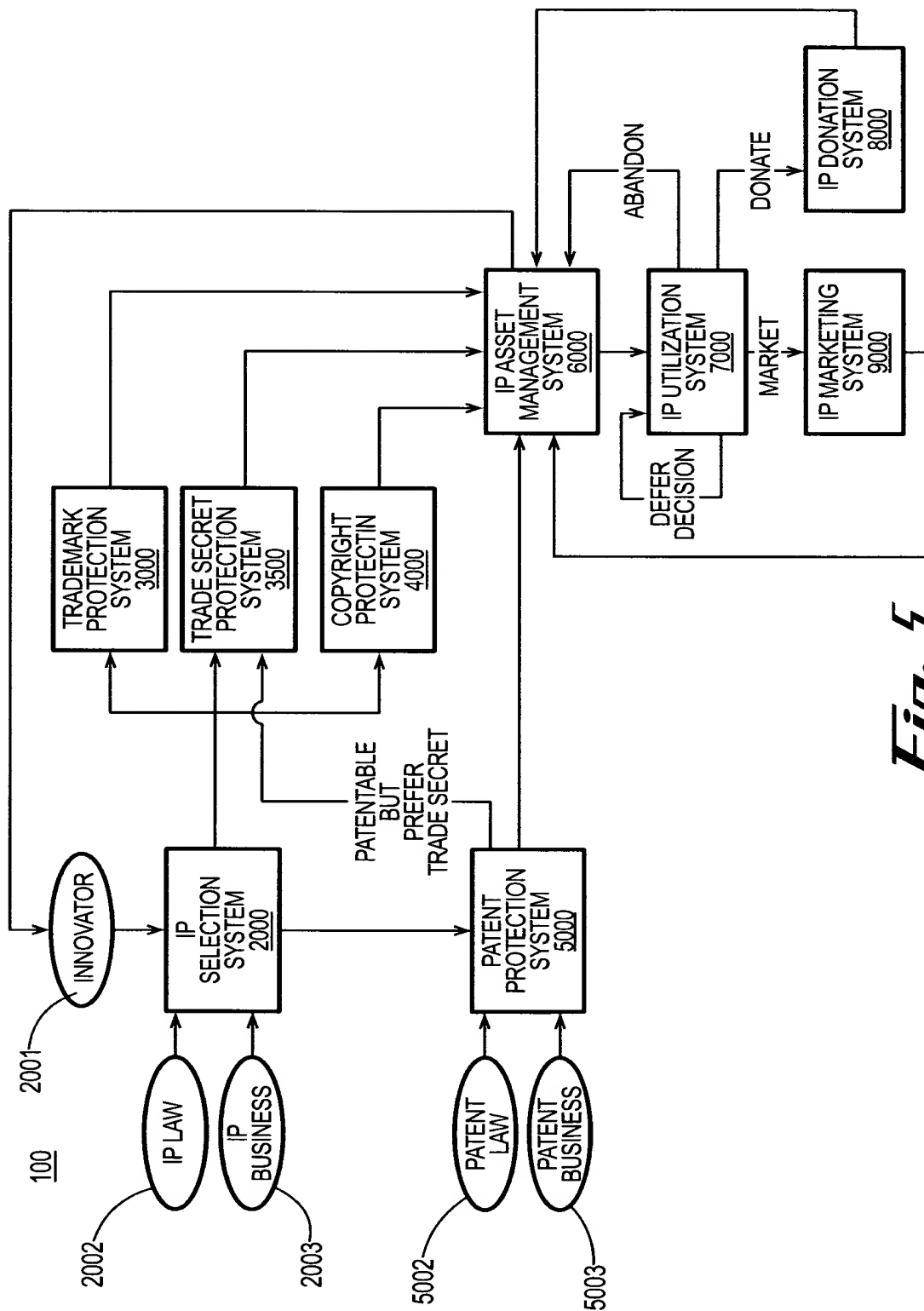


Fig. 5

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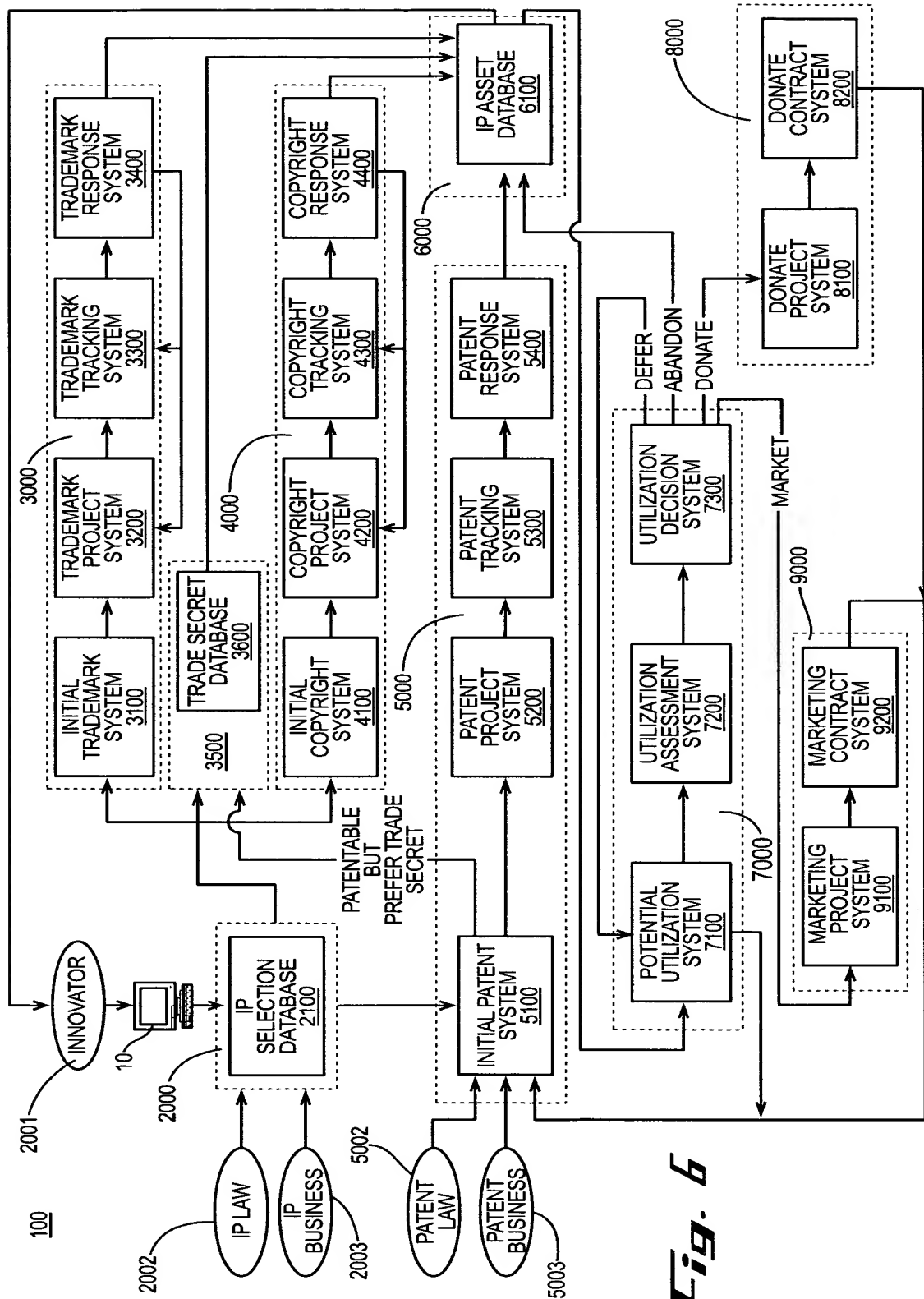


Fig. 6

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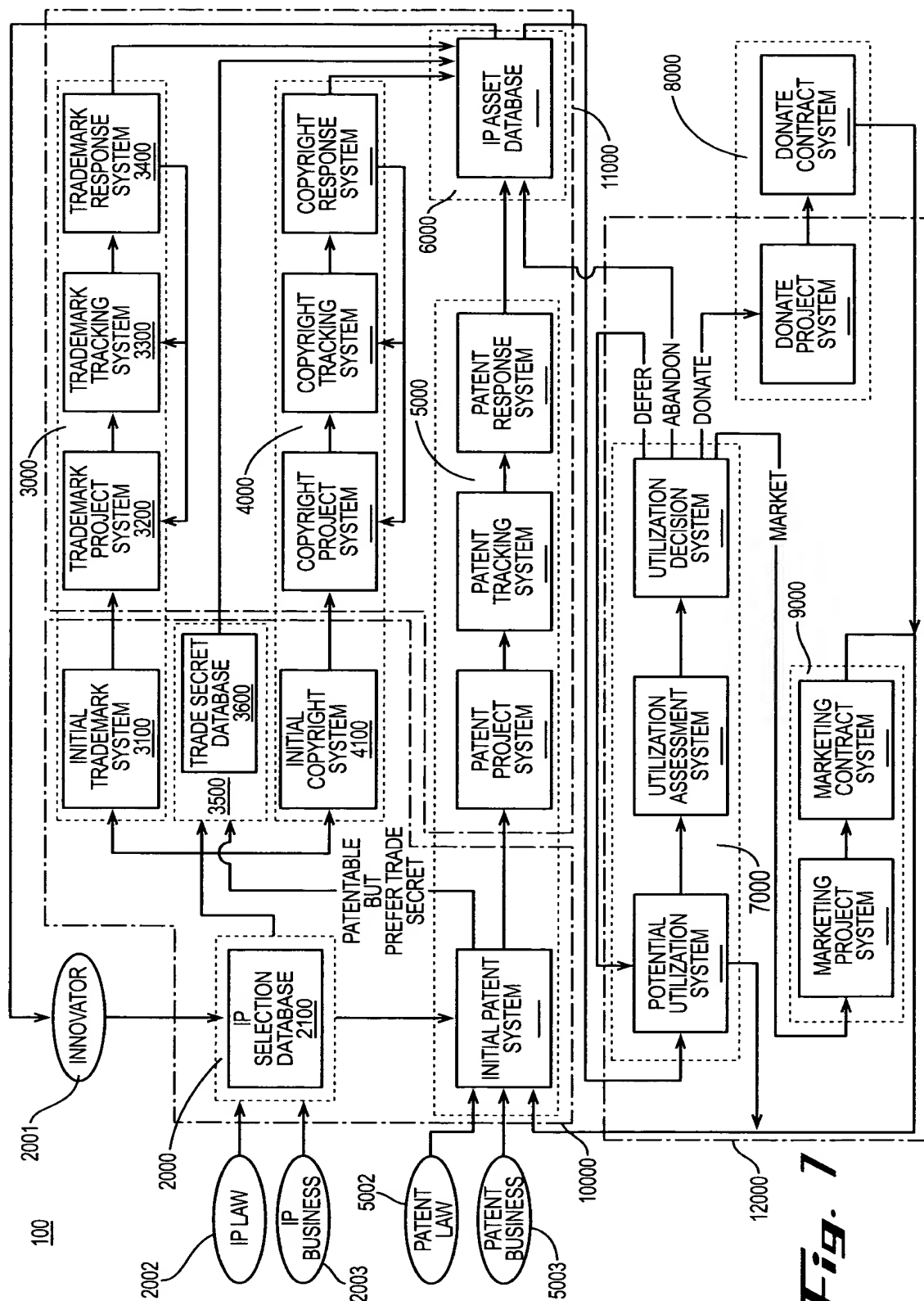


Fig. 7

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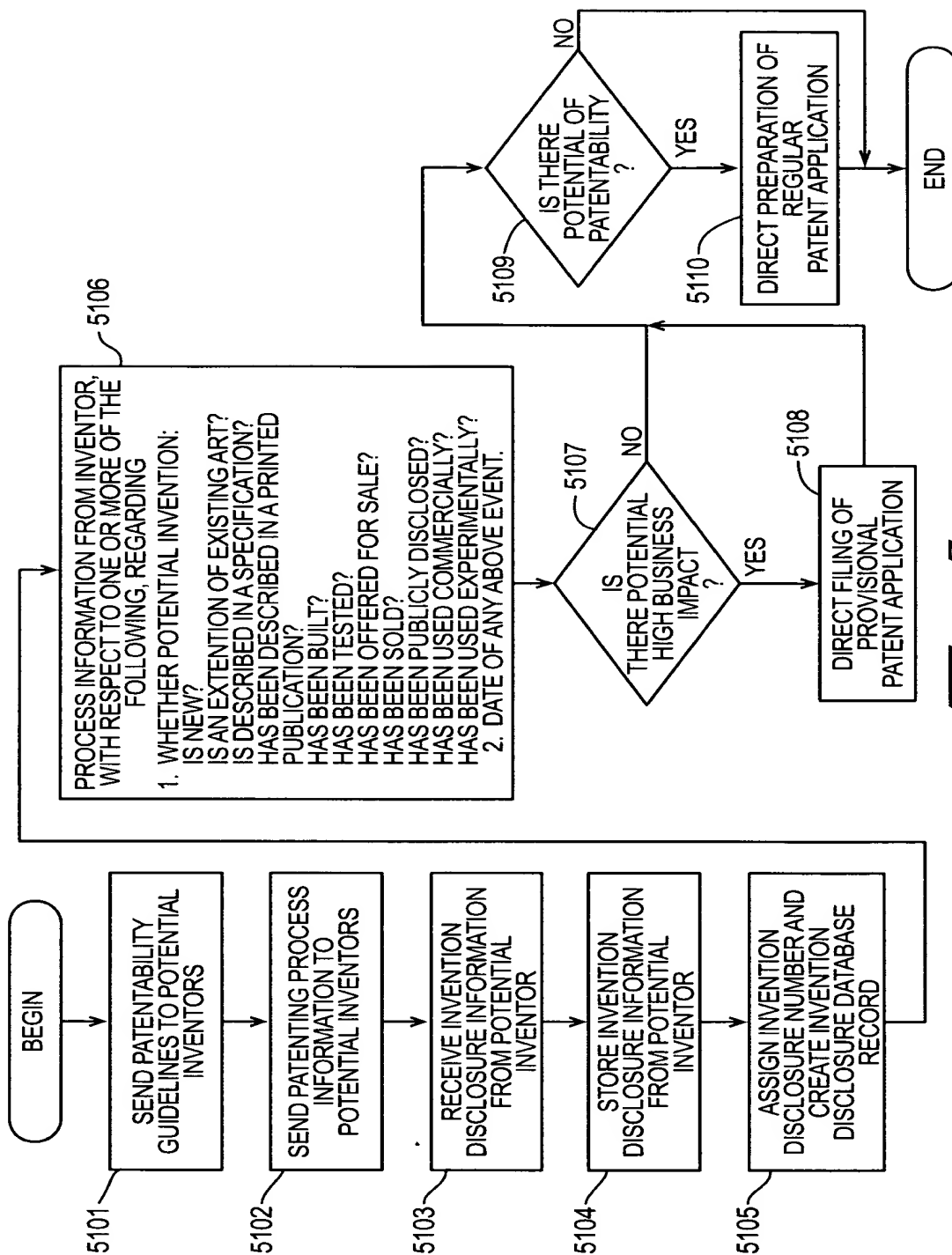


Fig. 8

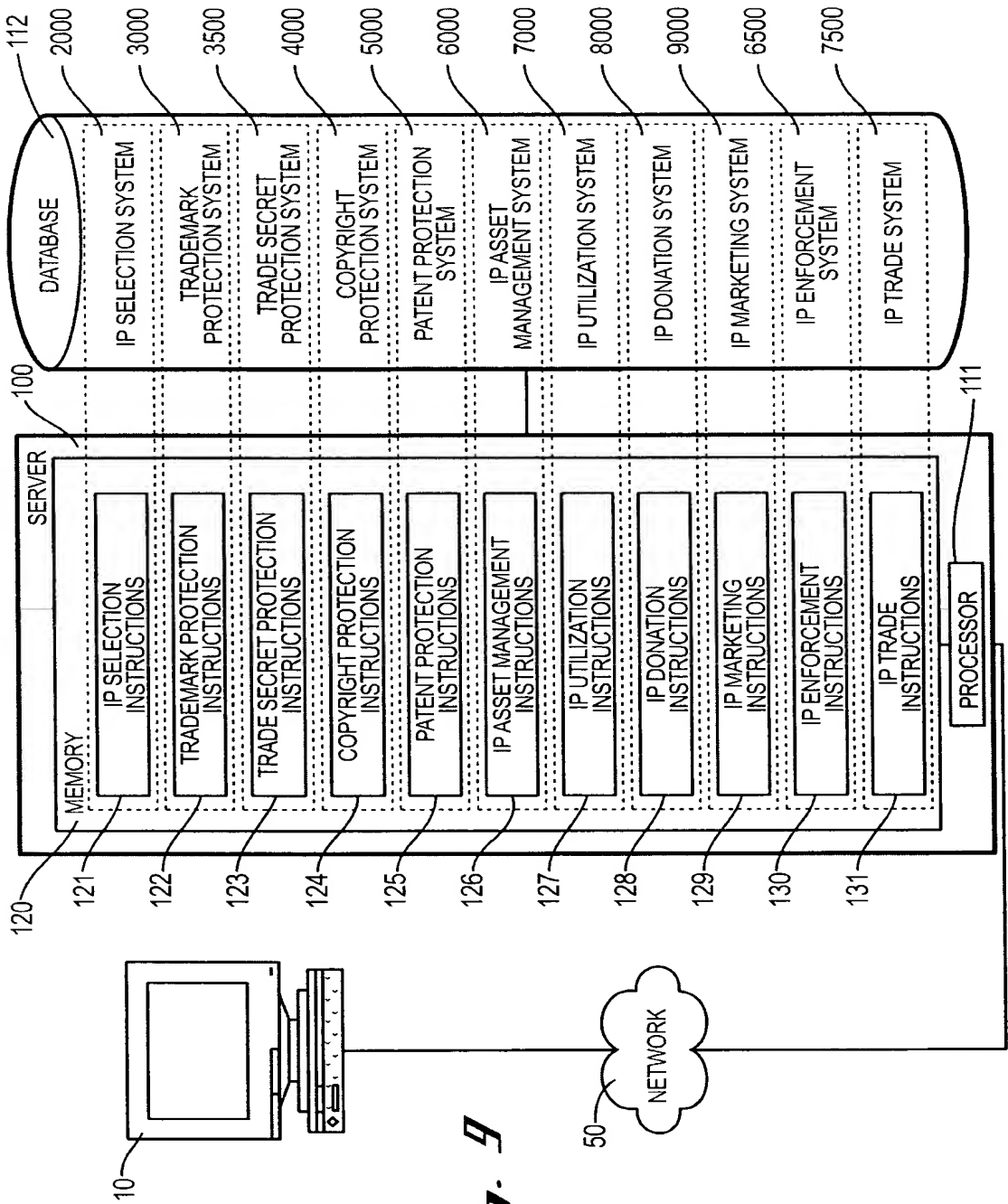


Fig. 9

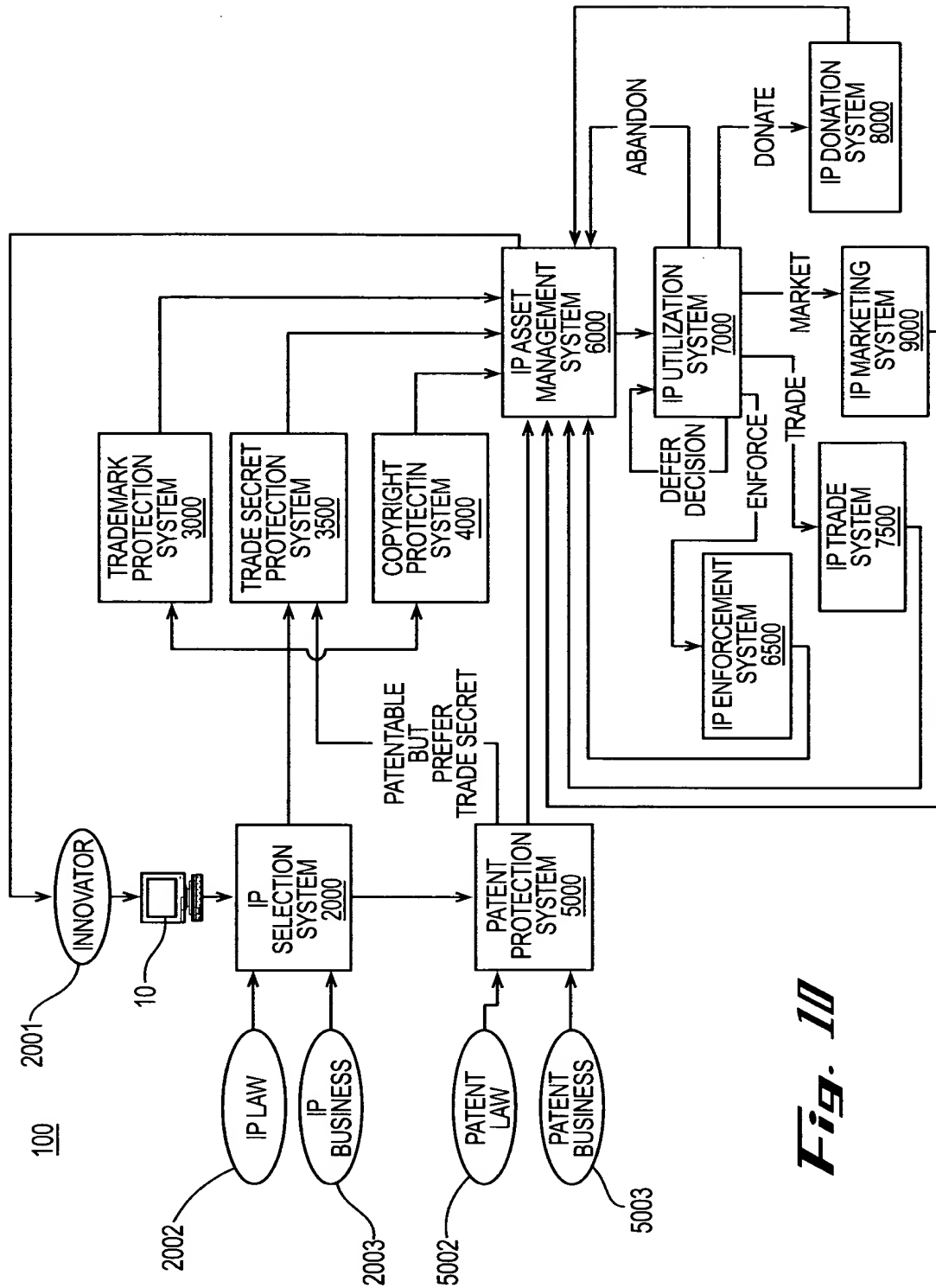


Fig. 10

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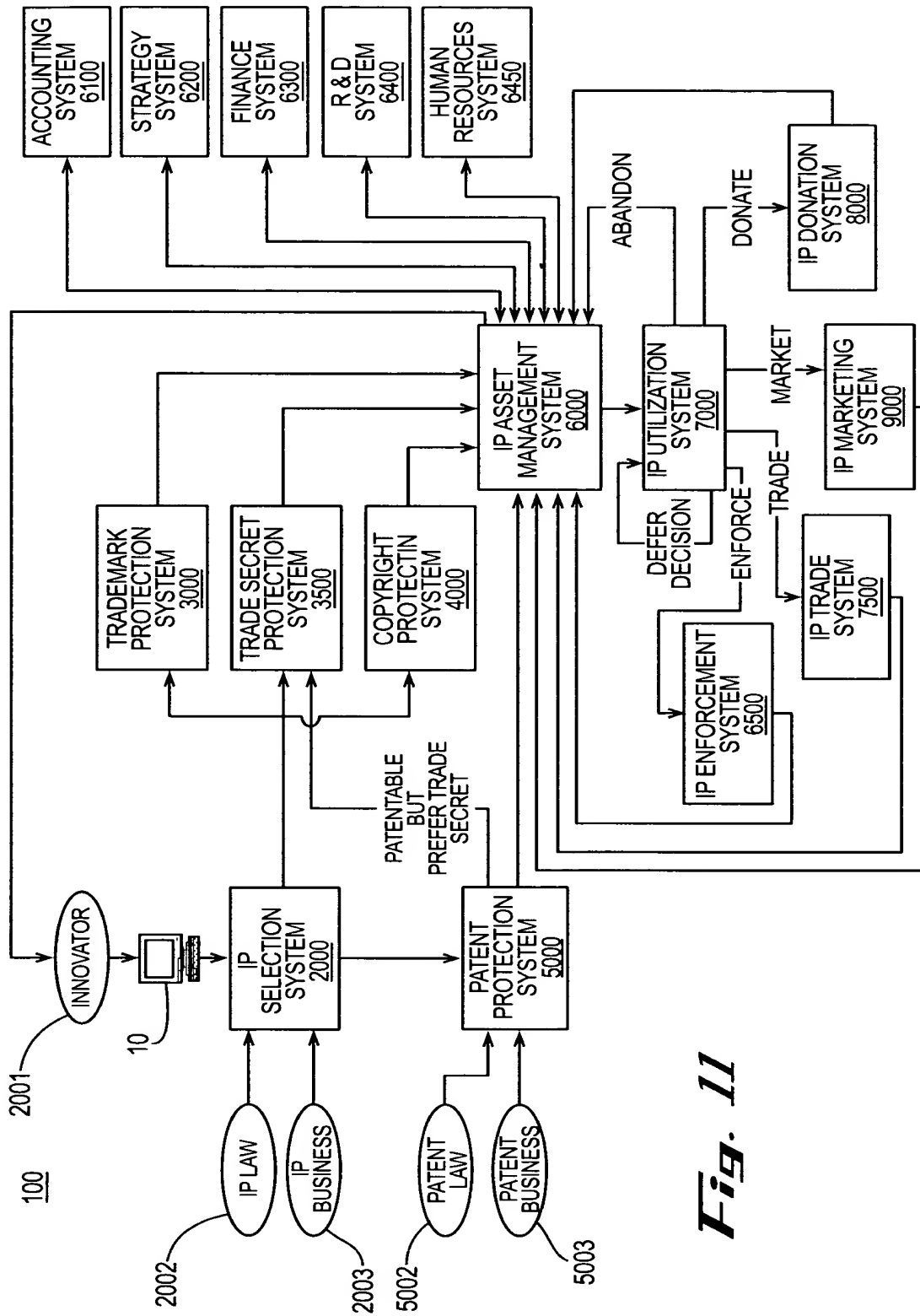


Fig. 11

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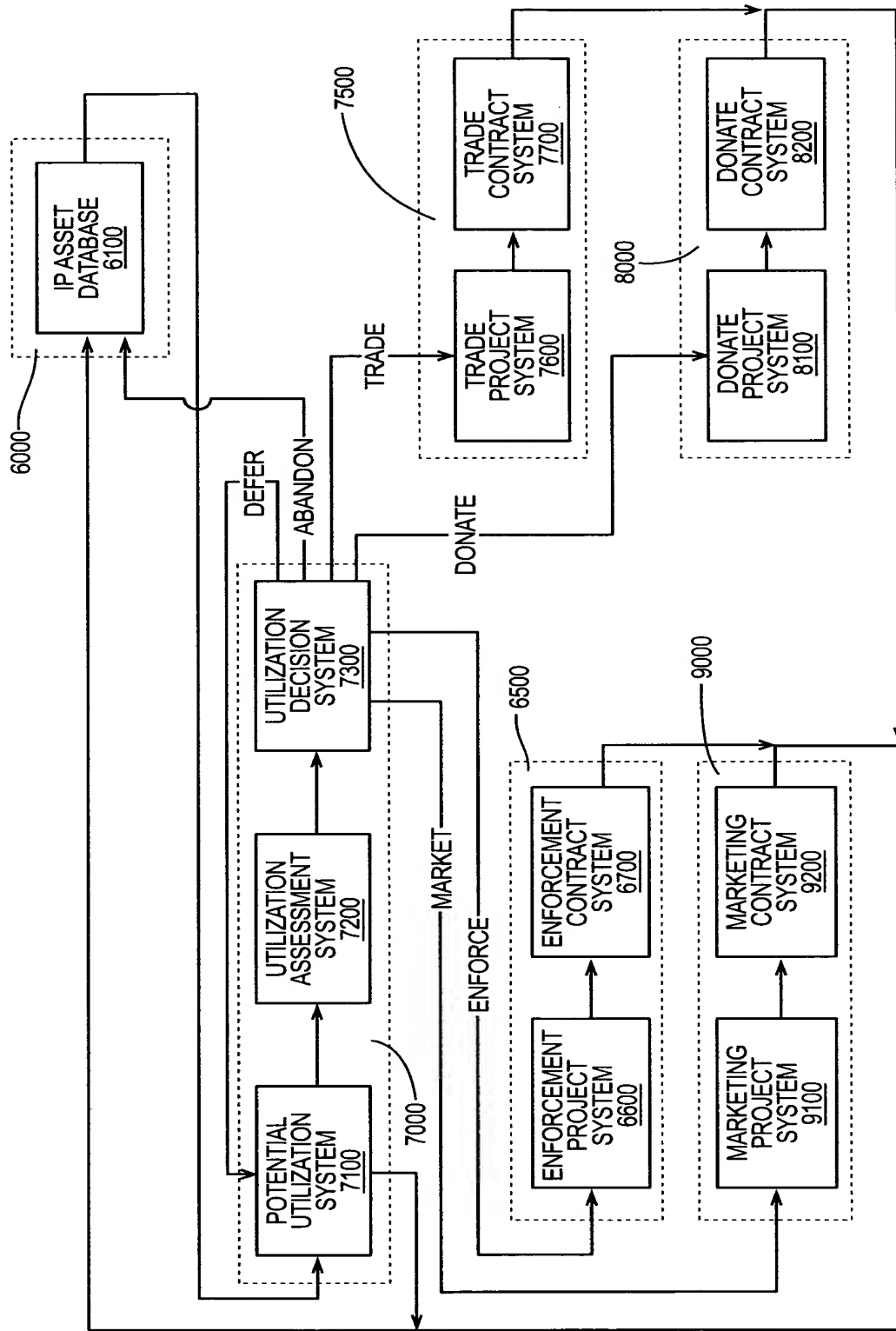


Fig. 12

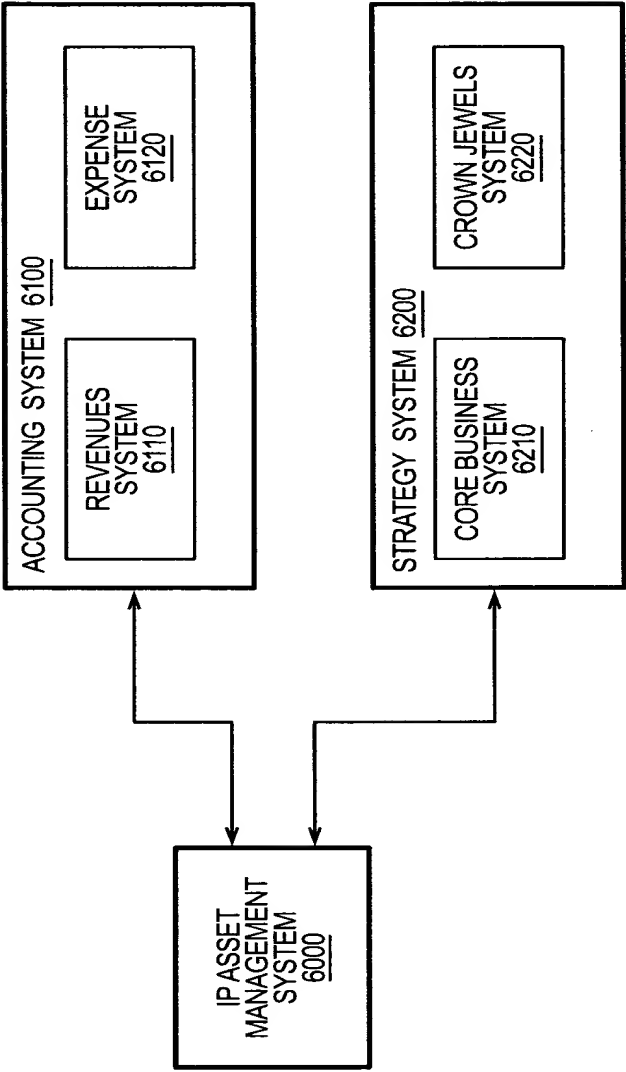


Fig. 13

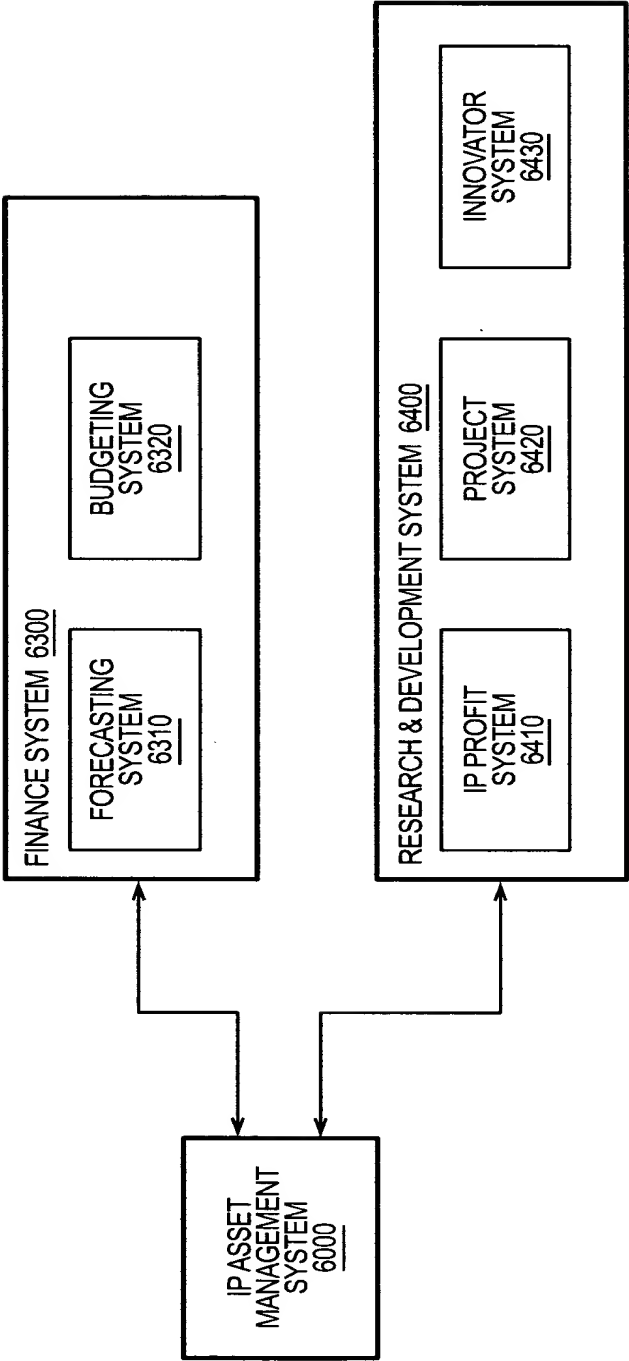


Fig. 14

REPLACEMENT SHEET

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	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%	
1	PRODA	BUB	X						42					2001	3.5M	0.5	
2	PRODB	BUC	Z										45	4Q 00	1M	0.9	
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25	
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5	
5	PRODE	BUD	X					35						4Q 00	3.5M	0.5	
6	PRODF	BUE	W					35									
7	PRODG	BUD	W		35												
8	PRODH	BUC	X					35						2001	500K		
9	PRODI	BUE	Z						35					2001			
10	PRODJ	BUE	X					40						2001	5M	0.33	
11	PRODK	BUB	W								47			2001	6M	0.9	
12	PRODL	BUD	Y	31X										—	—	—	
13	PRODM	BUB	Y					35									
14	PROD N	BUA	W				38							2001			
15	PRODO	BUC	Y	36X										—	—	—	

Fig. 15

INITIAL RESEARCH
MARKET RESEARCH
PTR APPROVAL
MARKET PLAN
SELL
NEGOTIATE
TR APPROVAL
EXECUTE CONTRACT
SETUP CONTRACT
AUDIT CONTRACT

REPLACEMENT SHEET

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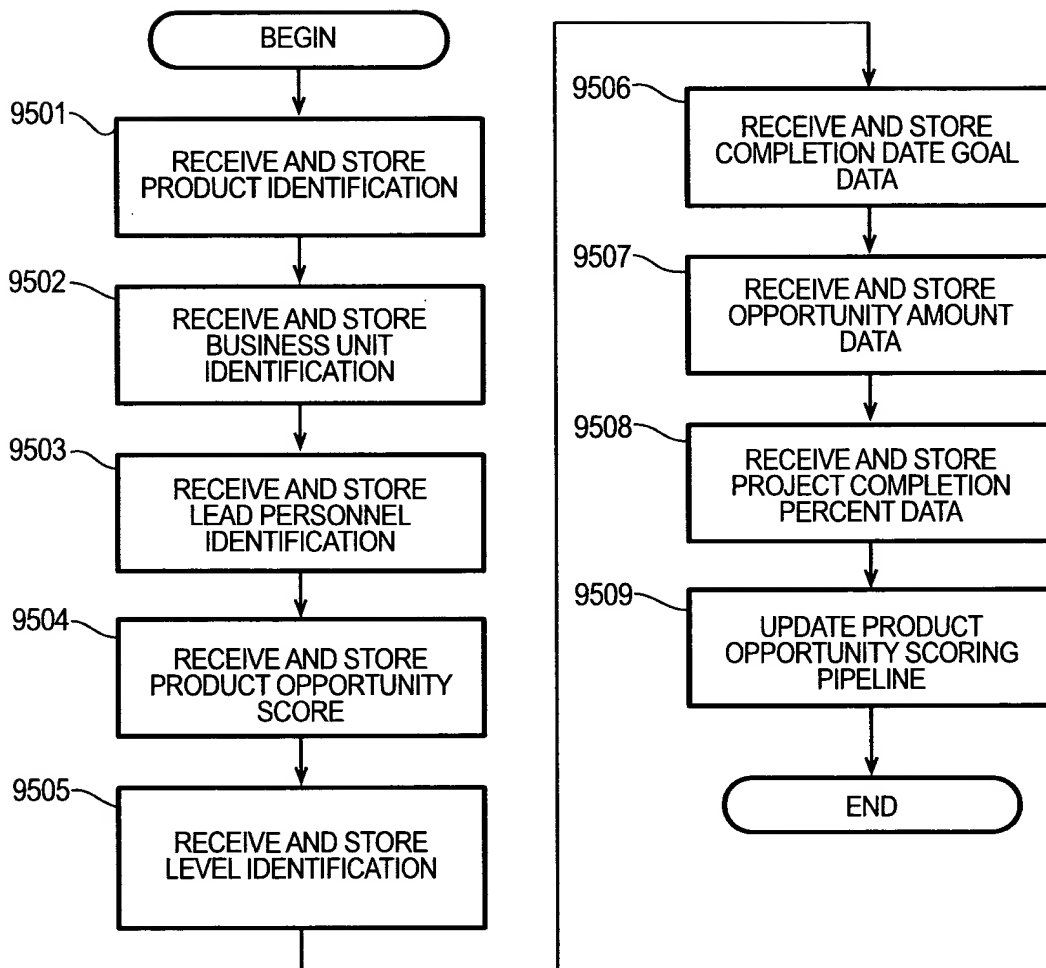
	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%	
1	PRODF	BUE	W														
2	PRODG	BUD	W		35												
3	PRODK	BUB	W								47			2001	6M	0.9	
4	PROD N	BUA	W				38							2001			
5	PRODA	BUB	X						42					2001	3.5M	0.5	
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05	
7	PRODH	BUC	X					35						2001	500K		
8	PROD J	BUE	X					40						2001	5M	0.33	
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5	
10	PRODL	BUD	Y	31X										—	—	—	
11	PRODM	BUB	Y					35									
12	PRODO	BUC	Y	36X										—	—	—	
13	PRODB	BUC	Z										45	4Q 00	1M	0.9	
14	PROD C	BUA	Z				35							4Q 00	3.5M	0.25	
15	PROD I	BUE	Z						35					2001			
				INITIAL RESEARCH	MARKET RESEARCH	PTR APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT				

Fig. 16

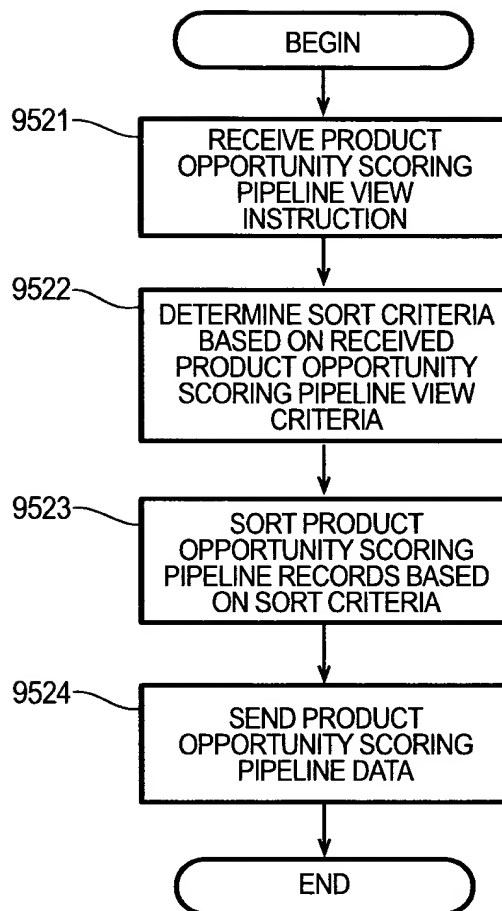
17/223

Fig. 17

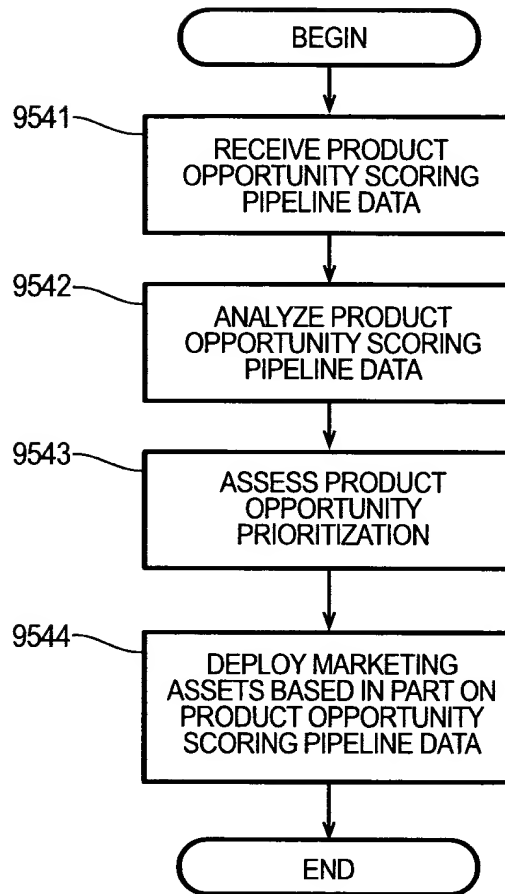
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*Fig. 18*

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*Fig. 19*

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*Fig. 20*

REPLACEMENT SHEET

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Intellectual Property Development, Marketing and Maintenance Database System		
IP Marketing Database - Tables		
Table		Description
Companies		Table of companies
Marketing Opps		Table of IP marketing opportunities
IP Marketing Database - Companies Table		
Field Name	Data Type	Description
Formal Name	Text	Mailstop
IP Marketing Database - Marketing Opps Table		
Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address 2	Text	
Mktg Participant City, State	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Data Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

Fig. 21

REPLACEMENT SHEET

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Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 1 Date	Date/Time	
Level 1 Date	Date/Time	
Level 1 Date	Date/Time	
Level 1 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
IP Marketing Database - Queries		
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP Marketing Database - Forms		
Forms		Description
Marketing Opps		
IP Marketing Database - Reports		
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity - Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

Fig. 22

REPLACEMENT SHEET

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Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID		
Agreement Types		
Description		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID		
Field1		
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Party	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IP Type 1	Text	
IP Type 2	Text	
IP Type 3	Text	
IP Type 4	Text	
IP Type 5	Text	
Project Name	Text	
Contract Tracking Database - Queries		
Queries		Description

Fig. 23

REPLACEMENT SHEET

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Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

Fig. 24

REPLACEMENT SHEET

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Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
CupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter and Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

Fig. 25

REPLACEMENT SHEET

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Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Date Payment Request Sent to IP Coordinator
Confirmation of Paymnet Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recognized at Luncheon	Date/Time	Date Award was Recognized at Inn. Awds. Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Article
General Award Title	Memo	Reason for General Award
\$ Amount of General Awd	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	Esp Coordinator's Name
Innovation Awards Database - Company Addresses Table		
Field Name	Data Type	Description
CompanyName	Text	
FormalName	Text	
BusAdr2	Text	
City	Text	
State	Text	
ZipCode	Text	
Innovation Awards Database - ESP Coordinators Table		
Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

Fig. 26

REPLACEMENT SHEET

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Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID #	Text	IP Coordinator ID #
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone #	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

Fig. 21

REPLACEMENT SHEET

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Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
Innovation Awards Database - Forms		
Forms		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Reports		
Forms		Description
Awards		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Reports for Award Mfg.		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publication Award Form		
Recipients of Filing Awards - sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

Fig. 28

REPLACEMENT SHEET

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BellSouth Intellectual Property Marketing Database			
Status of Opportunity:		L2 - Awaiting Execution Pre-Transaction	
Date Status Changed To:		L1	L2 12/9/98
Product/Project Name:		TechNet	
Product Group:		Network	
Product Type:		Software	
Type of IP Involved:		Proprietary Information	
Patent Status:		Filed	
		Deal Size:	C = LARGE
		Deal Priority:	A = LOW
		Top Deals Rept?	
		Est. \$\$\$ Range:	
		Deal \$\$\$ Value:	
BellSouth Entity:		BellSouth Telecommunications, Inc.	
Sub-entity Name:		Nework	
BellSouth Contacts:		Bill Smith	
		BIPMARK Lead:	CB
		BIPMARK Support 1:	
		BIPMARK Support 2:	
		BIPMARK Support 3:	
Marketing Participant:		Andersen Consulting (to BT, SBC)	
Address:			
City, State, Zip			
		Participant Type:	Remarketing
		Participant Contacts:	
Estimated Availability Date:		1/ 1/99	
Description of Opp.:			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:		1/15/99	
Follow-Up Actions to be Taken:		Check on status of investigation	

Fig. 29

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DE-511

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BellSouth Intellectual Property Marketing Corporation
Level 1 (Initial Research in Progress) WIP Report

Date Generated: Tuesday, December 14, 1999

Date Chgd
to L1

<u>Product/Project Name</u>	<u>Subsidiary Name</u>	<u>Opp#</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>
BIPMARK									

PRIVATE/PROPRIETARY

Contains private/proprietary information. May not be used or disclosed outside the
BellSouth companies except pursuant to a written agreement.

Page 1 of 2

IF

REPLACEMENT SHEET

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BELLSOUTH		Intellectual Property Companies Contract Tracking Database	
Agreement Type:	<input type="text"/>		
First Party:	<input type="text"/>		
Second Party:	<input type="text"/>		
Third Party:	<input type="text"/>		
Effective Date:	<input type="text"/>	Termination or Renewal Date:	<input type="text"/>
Termination or Renewal Terms:	<input type="text"/>		
Confidentiality Period?:	<input type="text"/>		
Executed Copy on File?:	<input type="text"/>	Location of Original:	<input type="text"/>
Comments:	<input type="text"/>		
View Executed Contract:	<input type="text"/>		
View Other Document:	<input type="text"/>		
<hr/>			
For Remarketing Agreements Only:			
Affiliate Involved:	<input type="text"/>		
Transaction Type:	<input type="text"/>	Project Name:	<input type="text"/>
Type of IP Involved:	<input type="text"/>	<input type="text"/>	<input type="text"/>
View Transaction Report:	<input type="text"/>		
<hr/>			
Frequency of Payment:	<input type="text"/>		
Payment Royalty Due Date:	<input type="text"/>	Amount Due:	<input type="text"/>
Additional Payment Terms:	<input type="text"/>		
YTD Totals: 1999:	<input type="text"/>	2000:	<input type="text"/>
2001:	<input type="text"/>	2002:	<input type="text"/>
2003:	<input type="text"/>		

Fig. 32

REPLACEMENT SHEET

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Award# <input type="text" value="D99-192"/> Type <input type="text" value="Disclosure Award"/>		Legal Case # <input type="text" value="99192"/> Key # <input type="text" value="868"/>	
Inventor Information			
Title <input type="text" value="Mr."/> Name <input type="text"/> BellSouth Co. <input type="text"/> Suite <input type="text"/> Address <input type="text"/> City <input type="text"/> State <input type="text"/> Zip <input type="text"/>		Phone No.: <input type="text"/> FAX No.s <input type="text"/> Still BellSouth employee? <input type="text"/> IP Coordinator ID#: <input type="text"/>	
Inventor's Supervisor		Inventor's Department Head	
Title <input type="text"/> Name <input type="text"/> Suite <input type="text"/> Address <input type="text"/> City <input type="text"/> State <input type="text"/> Zip <input type="text"/>		Grtg <input type="text"/> Name <input type="text"/> Title <input type="text"/> Suite <input type="text"/> Address <input type="text"/> City <input type="text"/> State <input type="text"/> Zip <input type="text"/>	
Disclosure Award		Filing Award	
Title: Sales Information Storage/Tracking/Notification <input type="text" value="11/11/99"/> Disclosure Received by Legal <input type="text" value="11/11/99"/> Disclosure Received by BIPMAN <input type="text" value="11/16/99"/> Letter and Gift Sent to Inventor Gift Sent <input type="text" value="Wooden Pen"/> BSCC ESP Program <input type="text" value="No"/> Coord. Name <input type="text"/>		Title: <input type="text"/> <input type="text"/> Date Application Filed <input type="text"/> Date BIPMAN Notified of Filing <input type="text"/> Filing Award Request Sent to IPC <input type="text"/> Filing Award Payment Conf. Rec'd <input type="text"/> Filing Award Recognized at Banquet	
Assurance Award		Publication Award	
US Patent Number <input type="text"/> Title: <input type="text"/> <input type="text"/> Date Patent Issued <input type="text"/> Date BIPMAN Notified of Issuance <input type="text"/> Issuance Award Request Sent to IPC <input type="text"/> Issuance Award Payment Conf. Rec'd <input type="text"/> Iss. Award Recognized at Banquet		Title/ Public Name: <input type="text"/> <input type="text"/> Date Article Published <input type="text"/> Date BIPMAN Notified of Publication <input type="text"/> Rec'd Request for Release Form <input type="text"/> Publication Award Request Sent to IPC <input type="text"/> Confirmation of Payment Rec'd <input type="text"/> Publ. Award Recognized at Banquet	
Inventor Achievement Award		General Award	
Patent Nos. <input type="text"/> <input type="text"/> Date Last Patent Issued <input type="text"/> Date BIPMAN Notified of Inv. Ach Awd <input type="text"/> Inv. Ach. Award Request Sent to IPC <input type="text"/> Inv. Ach. Award Payment Conf. Rec'd <input type="text"/> Inv. Ach. Award Recognized at Banquet		Title: <input type="text"/> \$ Amount of General Award <input type="text"/> <input type="text"/> Date General Award Appl Rec'd <input type="text"/> General Award Request Sent to IPC <input type="text"/> General Award Payment Conf. Rec'd <input type="text"/> Gen. Award Recognized at Banquet	
General Notes <input type="text"/>			

Fig. 34

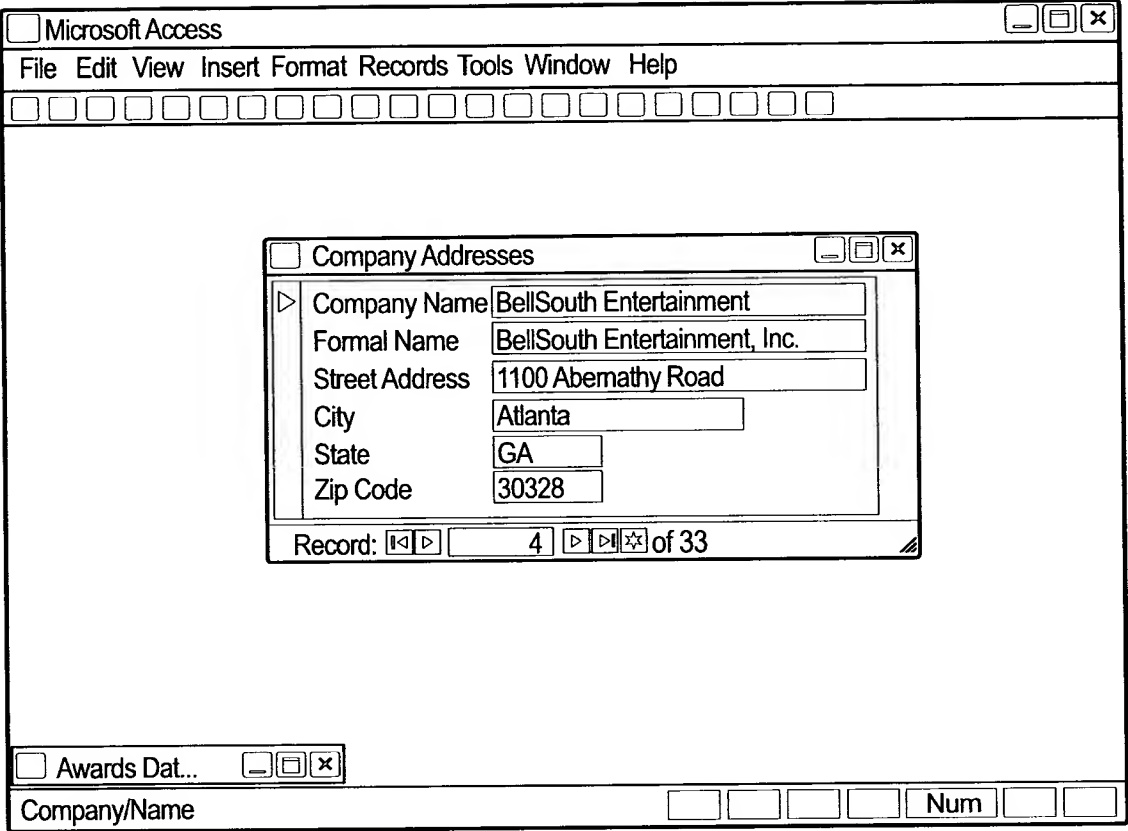


Fig. 35

REPLACEMENT SHEET

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ESP COORDINATORS		  
ESP COORDINATOR	JANE DOE	
COMPANY	A - ALL	
MARKET	ALL STATES	
STATE/REGION	ALL STATES/REGS	
PHONE	(404) 555-1212	
FAX	(404) 555-1313	
STREET ADDRESS 1	100 PEACHTREE STREET	
STREET ADDRESS 2	SUITE 4005	
CITY	ATLANTA	
STATE	GA	
ZIP	30309	
MAIL CODE	MC01	
RECORD	   <div>1</div>     	

Fig. 36

REPLACEMENT SHEET

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Microsoft Access

File Edit View Insert Format Records Tools Window Help

IP Coordinators

IP ID# IP5

Full Name Amy Sherwood Title Ms.

Company Name BBS - BellSouth Business Systems, Inc.

Mailstop 7E01

Street Address 1155 Peachtree Street, N.E.

City Atlanta

State GA Zip Code 30309

Phone# (404) 249-2738 FAX# (404) 249-2866

Record: 1 of 32

Awards Dat...

IP Coordinator ID# Num

Fig. 37

REPLACEMENT SHEET

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Innovation Award Request Patent Filing Award		
Date of Request <i>December 8, 1999</i>	BellSouth File No. <i>98059</i>	Innovation Award No. <i>A99-075</i>
Date Application Filed: Title of Application:		
<i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i>		
Award Amount:		
Approved By: <input checked="" type="checkbox"/> IP Legal <input type="checkbox"/> BellSouth IP Management Corp.		
Inventor Name	Inventor Signature	
Supervisor Name	Supervisor Signature	
IP Coordinator Name	IP Coordinator Signature	
Certification of payment and this signed request form must be returned to: Julia Spires, Intellectual Property Administrator 1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309 (404) 249-2961		
PRIVATE/PROPRIETARY/LOCK Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.		

Fig. 38

REPLACEMENT SHEET

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MEMORANDUM

To: John E. Lewis
From: Marcus Delgado
Date: December 8, 1999
RE: Notification of Patent Application Filing for
Title:
BellSouth No.:
Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

Fig. 39

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Patents Granted 9/1/99 Through 11/30/99				
<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>
A99-067	96013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)
			<u>US Patent No.</u>	<u>Date Issued</u>
			5,963,864	10/5/99
Tuesday, December 14, 1999				
Page 1 of 1				

Fig. 40

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Intellectual Property Management Database System								
Marketing Table								
Field Name		Data Type	Description	Relates (KEY)	Location of Data	Editable	Security	Comments
Project Number	Number		Unique number to keep track of each project	PK	System generated	Non-editable		
Project Name	Character		Name of the project		Free Form Entry	Editable		
Status of Project	Character		Status of the project		Lookup Table	Editable		
					Can be system generated and/or free form.			A version can update when changing status levels
Status Date	Date		Anticipated dates for different status levels			Editable		
			Pulls additional information into database, Name contact, Phone - from People/Address table					
Customer			Customer Name		Lookup Table	Editable		
			Contact					
			Phone					
			Party to final contract?					
			Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table					
Remarketing Partner			Company Name		Lookup Table	Editable		
			Contact					
			Phone					
			Party to final contract?					
			Pulls additional information into database, Name, Role, party to final contract - from People/Address table					
IP Group Personnel			Name		Lookup Table	Editable		
			Role					
Products	Character		Pointer back to product table		Lookup Table	Editable		
			Product Name					
Deal Size	Character		Drop Down Estimate, small, medium and large		Lookup Table	Editable		
Deal Value	Number		Actual deal value entered after the deal is closed		Free Form	Editable		
Deal Priority	Character		low, medium, high		Lookup Table	Editable		
	Y/N (or CHAR)		Check box designating as important deal		Free Form	Editable		
Include in Top Deals Report	CHAR				Freeform	Editable		
Description of Project	Character		Next Scheduled Followup Date		Freeform	Editable		
Followup Date	DATE		Follow-up Actions to be taken		Freeform	Editable		
Followup Actions	Character		Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values		Freeform	Editable		
Responsible Party								
	Character				Lookup Table	Editable		

Fig. 41

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Files	Character	pointer back to files and file comments	Freeform	Editable		
		File				
		Comments				
		Pointer that pulls information from contract table -				
Associated Contract		including name	Lookup Table	Editable		
		Name				
		Agreement Type				
Contract Tracking Table						
Field Name		Description	Location Data	Editable	Security	Comments
Agreement Number	Number		System Generated	Non-Editable		
Agreement Name	Character		Freeform	Editable		
Agreement Type	Character		Lookup Table	Editable		
			Potentially a Foreign Key			
Project Number	Number	Key field for linking to marketing opportunities	Potentially a Foreign Key	Non-Editable		
Parties	Character	Lookup to People/Address table	Lookup Table	Editable		Should be able to add to the list
		Company Name				
		Type				
		Contact				
Effective Date	DATE		Freeform	Editable		
Termination/Renewal Date	DATE		Freeform	Editable		
Termination/Renewal Terms	Character		Freeform	Editable		
			Potentially a Foreign Key			User can modify which IP is licensed
List IP	Character	List of IP Involved; pop-up box to add IP pointers, IP Type, Name, Ref #	Potentially a Foreign Key	Non-Editable		
		IP Type				
		Name				
		Ref. #				
Exclusivity	Character	values: exclusive, non-exclusive	Lookup Table	Editable		
		values: Distribution License, Straight Use License, Strategic Agreement				
Form of Agreement	Character		Lookup Table	Editable		
Description	Character		Freeform	Editable		
Type of Revenue	Character	values: cash, savings, cash & savings	Lookup Table	Editable		
Unique T&C	Character		Freeform	Editable		
Frequency of Payment	Character		Lookup Table	Editable		
Reason for Termination	Character		Freeform	Editable		
Type of License	Character	Do we still want this?...not on screen shots	Lookup Table			This can be a range or a final date.
Confidentiality Period	DATE		Freeform	Editable		

Fig. 42

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File	Character	Pointer to attached files and comments		Freeform	Editable	
		File Name				
		Comments				
Product	Character					
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage		Lookup Table	Editable	
		BellSouth Business Unit				
		Royalty Percentage				
Notice Date	Date					
Customers Party to Contract	Character					
Parties to Contract	Character					
Underlying IP of Product	Character					
Action	Character	Button (field) that points to information in the action table		Lookup Table		
		Expected Due Date				
		Actual Date				
		Action Type (Lookup)				
		Expected Amount				
		Actual Amount				
		Expected Action				
		Actual Action				
		Internal Contact				
		External Contact				
		Comments				
Comments	Character			Freeform		

Field Name		Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
IP #	Number		System Generated	Primary Key	Primary Key	Non-Editable		
IP Type	Character		TX or Copyright or Both		Lookup Table	Editable		
IP Name	Character				Freeform	Editable		
BellSouth Sub-entity	Character				Freeform	Editable		Could also be freeform
BellSouth Business Unit	Character				Lookup Table	Editable		
IP Description	Character		Freeform comments		Freeform	Editable		
Associated Files Attached	Character		Pointer to electronic file and comments		Freeform	Editable		
			File Name					
			Comments					
Copyright Filed?	Character		Build Lookup N/A, Yes or No.		Lookup Table	Editable		

Fig. 43

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Product Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Product Description	Character	Product Description		Freeform	Editable				
Product Number	Number	System Generated	Primary Key	Primary Key	Non-Editable		System Generated		
BellSouth Sub-entity	Character			Freeform	Lookup Table		Could also be freeform		
BellSouth Business Unit	Character	Allow multiple values		Lookup Table	Editable				
		Pointer to People/Address Table, Name, Phone and							
BellSouth Contacts	Character	Position (e.g., role)		Freeform	Editable				
		Name							
		Phone #							
		Position							
List of Patents	Character	Pointer to CPI Patent Database Records		CPI System	Editable				
		Status							
		Docket #							
		Country							
		App. #							
		Filing Date							
		Patent #							
		Issue Date							
		Inventor							
		Title							
		Comments - Not sure if in CPI							
List of TM	Character	Pointer to CPI TM Database Records		CPI System	Editable				
		Status							
		Mark							
		Country							
		app. #							
		Docket #							
		Filing Date							
		Reg. #							
		Reg. Date							
		Renewal Date							
		Comments - Not sure if in CPI							
List of Trade Secrets & Copyrights	Character	Pointer to IP Table		Lookup Table	Editable				
		Name							
		Description							
		BellSouth Sub-entity							
		BellSouth Business Unit							
		IP #							

Fig. 44

REPLACEMENT SHEET

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Date Available for Sale	DATE							
Technical Requirements	Character							
Product Name	Character							
Files	Character							
		allow multiple values						
		pointer to files and comments						
		File Name						
		Comments						
Patents Table (CPI)-Used in IP Table								
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Patent #								
Issue Date								
Inventor								
Status								
Docket #								
Title								
Country								
App #								
Filing Date								
Comments		This may not be in CPI						
Trademark Table (CPI) Used in IP Table								
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Mark								
Reg. #								
Registration Date								
Status								
App #								
Docket #								
Country								
Filing Date								
Renewal Date								
Comments		This may not be in CPI						
Corp/Org. Table								
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Name								
Type		IP Group, Remarking, Customer, Alliance						

Fig. 45

REPLACEMENT SHEET

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People/Address Table						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Org						
Name						
Phone						
Address						
Comments						
Position						
Roles Lookup Values						
Contact						
Research						
Other						
Contact Lookup Values						
IP Group Personnel						
End Users/Customers						
BellSouth Business Unit						
Status Lookup Values						
Used in Marketing Module						
Conduct Initial Research						
Conduct Market Research and Analysis						
Develop marketing plan & package						
Sell product						
Negotiate contract						
Complete and approve transaction report						
Execute contract						
Set up maintenance plan						
Close out project						
Used in IP Inventory Module, Product Inventory Module						
BellSouth Business Units Lookup Values						
BASC (Affiliate Service Comp.)						
BBT (Billing Inc.)						
BBS (Business Systems)						
BPC (Public Communications)						
BSC (Corporate)						
BSCC (Cellular)						
BSE (Entertainment)						
BSI (International)						
BSNET (Net)						
BSI (Telecommunications)						

Fig. 46

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[illegible]

Fig. 47

REPLACEMENT SHEET

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ACTION TABLE									
Field Name	Data Type		Description	Relates (KEY)	Location Data	Editable	Security	Comments	
Action Due Date	Date				Freeform				
Action Type	Character				Freeform				
Expected Amount	Number				Freeform				
Expected Action	Character				Freeform				
BellSouth Sub-entity	Character				Freeform				This can be business unit
Royalty Expected Due Date	Date				Freeform				
Royalty Actual Date	Date				Freeform				
Royalty Action Type	Character				Lookup Table				
Royalty Expected Amount	Number				Freeform				
Royalty Actual Amount	Number				Freeform				
Royalty Expected Action	Character				Freeform				
Royalty Actual Action	Character				Freeform				
Royalty Internal Contact	Character				Lookup Table				
Royalty External Contact	Character				Lookup Table				
Royalty Comments	Character				Freeform				
Start Date	Date				Freeform				
End Date	Date				Freeform				
Period	Character				Lookup				

Fig. 4B

Contacts TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location of Data	Editable	Security
Company Name				Freeform		
BellSouth Sub-entify		IP Group, Remarketing, Customer, Alliance, BellSouth Internal		Freeform		
Type		Pointer to Events table		Freeform		
Events		Date				
		Comments				
		Attached Files				
Contacts						
		Name				
		Title				
		Country				
		Address1				
		Address2				
		City				
		State				
		Zip				
		Phone				
Individual Contact Events		Pointer to Individual Contact Events Table				
		Date				
		Comments				
		Attached Files				

Fig. 49

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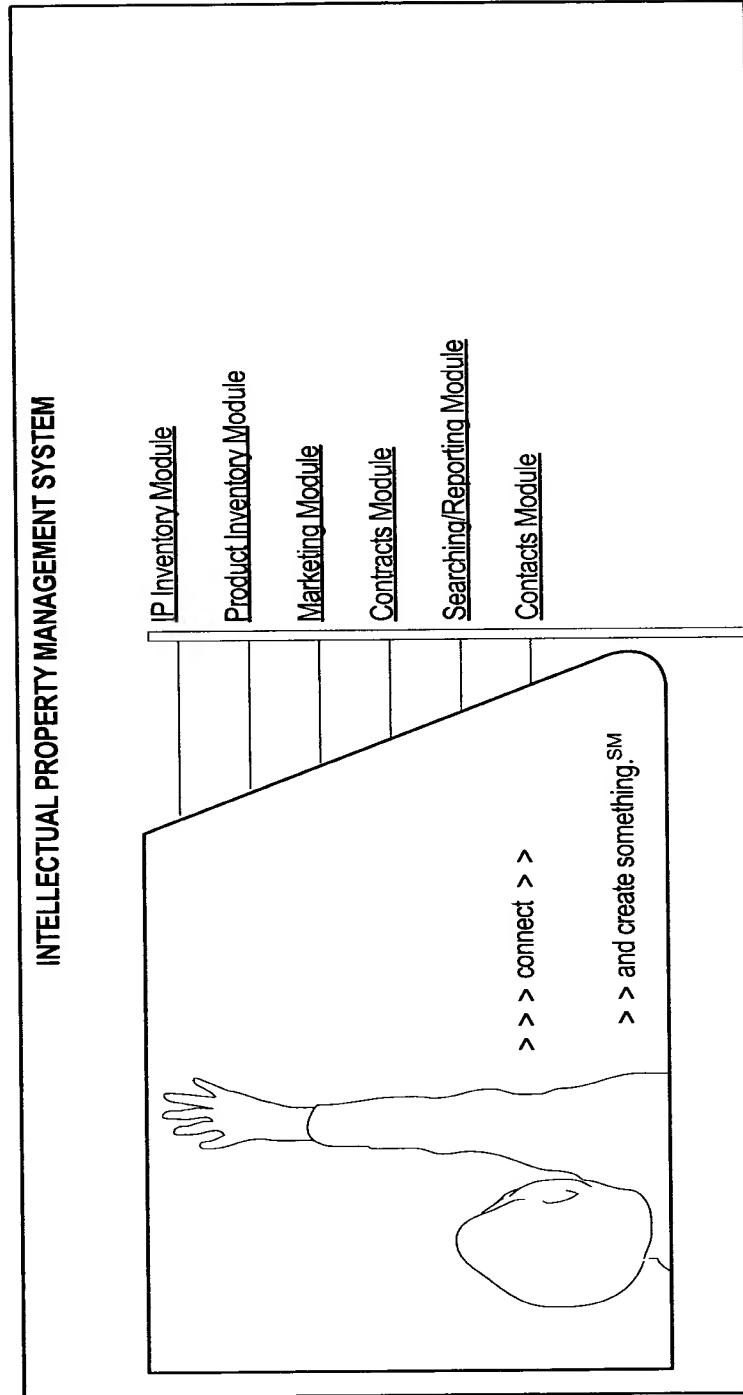


Fig. 50

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

IP Inventory Module	IP Inventory
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Please choose an option from the menu bar on the left.

Fig. 51

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

[Create/Edit Trade Secret/Copyright](#)

IP #

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Copyright Filed

[Associated Files Attached](#)

File to Attach

File Name

Comments

Fig. 52

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

[View Inventory](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

[Patents](#)

Sort By

N/A

[Trademarks](#)

Sort By

N/A

[Trade Secret & Copyrights](#)

Sort By

N/A

Submit

Cancel

Fig. 53

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts			
<u>IP Inventory Module</u> Create New Trade Secret or Copyright Record View Inventory Search Inventory	<div style="border: 1px solid black; padding: 5px;"> <p><u>Patents</u></p> <p>Sort By: N/A ▼</p> <hr/> <p><u>Trademarks</u></p> <p>Sort By: Patent # Status Default Status Docket # Country App # Filing Date Name</p> </div> <div style="margin-top: 10px; text-align: right;"> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </div>		

Fig. 54

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts			
<u>IP Inventory Module</u> <u>Create New Trade Secret or Copyright Record</u> <u>View Inventory</u> <u>Search Inventory</u>	<div style="border: 1px solid black; padding: 10px;"> <p style="margin-top: 0;"><u>View Inventory</u></p> <hr/> <p><u>Patents</u></p> <p>Sort By: N/A ▼</p> <p><u>Trademarks</u></p> <p>Sort By: N/A ▼</p> <p><u>Trade S</u></p> <div style="border: 1px solid black; padding: 5px; margin-left: 20px;"> N/A ▼ Trademark Name TM # Registration Date Status Default </div> <p>Sort By:</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> Submit Cancel </div> </div>		

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM				
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting
		Contacts		
IP Inventory Module		View Inventory		
Create New Trade Secret or Copyright Record View Inventory Search Inventory		Patents Sort By <input type="text" value="N/A"/> Trademarks Sort By <input type="text" value="N/A"/> Trade Secret & Copyrights Sort By <input type="text" value="N/A"/> <input type="button" value="Submit"/> <div> Name BellSouth Entity Business Unit IP # Description Default </div>		

- IP Inventory
- Product Inventory
- Marketing
- Contracts/Agreements
- Searching/Reporting
- Contacts

<u>IP Inventory Module</u>	<u>View Inventory</u>																																																		
<u>Create New Trade Secret or Copyright Record</u> <u>View Inventory</u> <u>Search Inventory</u>	<u>Patents</u> <table><tr><td><u>Status</u></td><td><u>Docket #</u></td><td><u>Country</u></td><td><u>App. #</u></td><td><u>Filing Date</u></td><td><u>Patent #</u></td><td><u>Issue Date</u></td><td><u>Inventor</u></td><td><u>Title</u></td><td><u>Comments</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table> <u>Trademarks</u> <table><tr><td><u>Status</u></td><td><u>Mark</u></td><td><u>Country</u></td><td><u>Docket #</u></td><td><u>App#</u></td><td><u>Filing Date</u></td><td><u>Reg. #</u></td><td><u>Reg. Date</u></td><td><u>Renewal Date</u></td><td><u>Comments</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table> <u>Trade Secrets & Copyrights</u> <table><tr><td><u>Name</u></td><td><u>Description</u></td><td><u>BellSouth Entity</u></td><td><u>Business Unit</u></td><td><u>IP#</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	<u>Name</u>	<u>Description</u>	<u>BellSouth Entity</u>	<u>Business Unit</u>	<u>IP#</u>	Data	Data	Data	Data	Data
<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>																																										
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data																																										
<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket #</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>																																										
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data																																										
<u>Name</u>	<u>Description</u>	<u>BellSouth Entity</u>	<u>Business Unit</u>	<u>IP#</u>																																															
Data	Data	Data	Data	Data																																															

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM				
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u> <u>Contacts</u>
<u>IP Inventory Module</u> <u>Create New Trade Secret or Copyright Record</u> <u>View Inventory</u> <u>Search Inventory</u>	<u>Search Inventory</u>			
	<u>Patents - CPI System</u> <u>Trademarks - CPI System</u> <u>Trade Secrets & Copyrights</u>			

Fig. 58

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

[Search Inventory](#)

Status

Docket #

Country

App. #

Inventor

Filing Date

Patent #

Issue Date

Title

Comments

Search All Fields

Search

Cancel

Fig. 59

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

[Search Patents Results](#)

Status	Docket #	Country	App.#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Fig. 60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

[Search Trademarks](#)

Status		Filing Date	
Mark		Reg. #	
Country		Reg. Date	
Docket #		Renewal Date	
App. #		Comments	

Search All Fields

Submit

Cancel

Fig. 61

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

[Search Trademark Results](#)

Status	Mark	Country	Docket #	App.#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Fig. 62

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

[IP Inventory Module](#)

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

[Search TradeSecret/Copyright Issue](#)

IP #

IP Name

IP Type

N/A

BellSouth Business Unit

BellSouth Sub-entity

Copyright Filed

N/A

IP Description

Full Text File Search

Submit

Cancel

Fig. 63

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM															
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts										
IP Inventory Module		Search Results													
Create New Trade Secret or Copyright Record View Inventory Search Inventory		Trade Secrets & Copyrights <table><tr><td>Name</td><td>Type</td><td>IP #</td><td>BellSouth Business Unit</td><td>BellSouth Sub-Entity</td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>				Name	Type	IP #	BellSouth Business Unit	BellSouth Sub-Entity	Data	Data	Data	Data	Data
Name	Type	IP #	BellSouth Business Unit	BellSouth Sub-Entity											
Data	Data	Data	Data	Data											

Fig. 64

Fig. 5

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Product Inventory Module	Create/Edit Product
Create New Product	Product Name <input type="text"/>
View Products	Product number 1234343
Search For Product	BellSouth Business Unit <input type="text"/>
View/Edit Contacts	BellSouth Sub-entity <input type="text"/>
	Product Description <input type="text"/>
	Date Available for Sale <input type="text"/>
	Technical Requirements <input type="text"/>
	BellSouth Contacts

Fig. 66

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BellSouth Contacts			
Name	Phone #	Position	
Add Contact		Remove Contact	

List of IP						
Patents						
Status	Docket #	Country	App.#	Filing Date	Patent #	Issue Date
			Add Patents			
			Remove Patents			

Trademarks						
Status	Mark	Country	Docket#	App.#	Filing Date	Reg. #
			Add Trademarks			
			Remove Trademarks			

Trade Secrets & Copyrights			
		Renewal Date	Comments

Fig. 67

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Trade Secrets & Copyrights

Name	Description	BellSouth Sub-Entity	Business Unit	IP#

Add TS or Copyright

Remove TX or Copyright

Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name	Comments

Submit

Cancel

Fig. 69

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM				
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u> <u>Contacts</u>
<u>Product Inventory Module</u>	<u>View Products</u>			
<u>Create New Product</u>	<u>View All Products</u>			
<u>View Products</u>	<u>View All Products Sorted By BellSouth Business Unit</u>			
<u>Search For Product</u>	<u>View All Products for Specific BellSouth Business Unit</u>			
<u>View/Edit Contacts</u>	<u>Advanced View</u>			

Fig. 69

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts						
Product Inventory Module	View All Products								
Create New Product									
View Products									
Search For Product									
View/Edit Contacts									
	<table border="1"><thead><tr><th>Name</th><th>BellSouth Business Unit</th><th>Description</th></tr></thead><tbody><tr><td>Data</td><td>Data</td><td>Data</td></tr></tbody></table>	Name	BellSouth Business Unit	Description	Data	Data	Data		
Name	BellSouth Business Unit	Description							
Data	Data	Data							

Fig. 111

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u> <u>Searching/Reporting</u> <u>Contacts</u>						
<div style="border: 1px solid black; padding: 5px;"> <u>Product Inventory Module</u> <u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u> </div>		<div style="border: 1px solid black; padding: 5px;"> <u>View All Products by BellSouth Business Unit</u> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 5px;"><u>BellSouth Business Unit</u></td> <td style="width: 33%; padding: 5px;"><u>Name</u></td> <td style="width: 33%; padding: 5px;"><u>Description</u></td> </tr> <tr> <td style="height: 100px; vertical-align: bottom; padding: 5px;">Data</td> <td style="height: 100px; vertical-align: bottom; padding: 5px;">Data</td> <td style="height: 100px; vertical-align: bottom; padding: 5px;">Data</td> </tr> </table> </div>		<u>BellSouth Business Unit</u>	<u>Name</u>	<u>Description</u>	Data	Data	Data
<u>BellSouth Business Unit</u>	<u>Name</u>	<u>Description</u>							
Data	Data	Data							

Fig. 11

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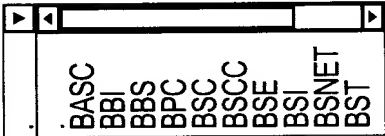
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Product Inventory Module</u> <u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>		<u>View All Products by Specific BellSouth Business Unit</u> <div style="text-align: center;"> BellSouth Business Unit: <input type="button" value="Submit"/> </div> 			

Fig. 12

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts						
<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Product Inventory Module </div> <div> Create New Product View Products Search For Product View/Edit Contacts </div>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> View All Products by Specific BellSouth Business Entity </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center; padding: 5px;">BellSouth Entity</td> <td style="width: 25%; text-align: center; padding: 5px;">Name</td> <td style="width: 25%; text-align: center; padding: 5px;">Description</td> </tr> <tr> <td style="text-align: center; padding: 5px;">Data</td> <td style="text-align: center; padding: 5px;">Data</td> <td style="text-align: center; padding: 5px;">Data</td> </tr> </table>		BellSouth Entity	Name	Description	Data	Data	Data
BellSouth Entity	Name	Description							
Data	Data	Data							

Fig. 13

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Product Inventory Module		View Products Advanced View			
Create New Product		1.) Sort By: <input type="text" value="N/A"/>			
View Products		2.) Sort By: <input type="text" value="N/A"/>			
Search For Product		3.) Sort By: <input type="text" value="N/A"/>			
View/Edit Contacts		<input type="button" value="Submit"/>		<input type="button" value="Cancel"/>	

Fig. 74

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Product Inventory Module	View Products Advanced View				
Create New Product	1.) Sort By: <input type="text" value="N/A"/>				
View Products	2.) Sort By: <input type="text" value="N/A"/>				
Search For Product	3.) Sort By: <input type="text" value="N/A"/>				
View/Edit Contacts	<div><div>Submit</div><div>BellSouth Entity Name Description</div></div>				

Fig. 75

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Product Inventory Module	View Products Advanced View
Create New Product	1.) Sort By: <input type="text" value="Name"/>
View Products	2.) Sort By: <input type="text" value="BellSouth Entity"/>
Search For Product	3.) Sort By: <input type="text" value="Description"/>
View/Edit Contacts	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

Fig. 16

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM										
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>					
<u>Product Inventory Module</u> <u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>		<u>View Products Advanced View</u> <table><tr><td><u>Name</u></td><td><u>BellSouth Entity</u></td><td><u>Description</u></td></tr><tr><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>			<u>Name</u>	<u>BellSouth Entity</u>	<u>Description</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>BellSouth Entity</u>	<u>Description</u>								
<u>Data</u>	<u>Data</u>	<u>Data</u>								

Fig. 77

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Product Inventory Module		Search Products			
Create New Product		Product Number <input type="text"/>			
View Products		Product Name <input type="text"/>			
Search For Product		BellSouth Business Unit <input type="text"/>			
View/Edit Contacts		BellSouth Sub-entity <input type="text"/>			
		Product Description <input type="text"/>			
		Date Available for Sale <input type="text"/>			
		Technical Requirements <input type="text"/>			
		BellSouth Contacts			

Fig. 18

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BellSouth Contacts			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<u>Name</u>	<u>Phone #</u>	<u>Position</u>	
<input type="button" value="Add Contact"/>		<input type="button" value="Remove Contact"/>	
List of IP			
<u>Patents</u>			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App.#</u>
		<u>Filing Date</u>	<u>Patent #</u>
		<u>Issue Date</u>	<u>Inventor</u>
			<u>Title</u>
			<u>Comments</u>
<input type="button" value="Add Patents"/>		<input type="button" value="Remove Patents"/>	
<u>Trademarks</u>			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>
		<u>App.#</u>	<u>Filing Date</u>
		<u>Reg. #</u>	<u>Reg. Date</u>
		<u>Renewal Date</u>	
			<u>Comments</u>
<input type="button" value="Add Trademarks"/>		<input type="button" value="Remove Trademarks"/>	
<u>Trade Secrets & Copyrights</u>			

Fig. 79

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<u>Trade Secrets & Copyrights</u>			
<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-Entity</u>	<u>Business Unit</u>

<u>IP#</u>

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Full Text File Search

Fig. 80

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Product Inventory Module</u>	<u>Product Search Results</u>				
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>Product Name</u> <u>Data1</u>	<u>Any Criteria Used in Search</u> <u>Data2</u>			

Fig. 81

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts						
<u>Product Inventory Module</u>	<u>View Product</u>								
Create New Product	Product Number 12323	Product Name Product							
View Products	BellSouth Sub-entity Entity	BellSouth Business Unit Main Unit							
Search For Product	Product Description								
View/Edit Contacts	Date Available for Sale 2/14/2000								
	Technical Requirements								
	BellSouth Contacts								
	<table border="1"><thead><tr><th>Name</th><th>Phone #</th><th>Position</th></tr></thead><tbody><tr><td>Howard Johnson</td><td>1-800-555-1212</td><td>Director</td></tr></tbody></table>	Name	Phone #	Position	Howard Johnson	1-800-555-1212	Director		
Name	Phone #	Position							
Howard Johnson	1-800-555-1212	Director							
	List of IP								

Fig. B2

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List of IP									
Patents									
Status	Docket #	Country	App.#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

Trademarks									
Status	Mark	Country	Docket#	App.#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments

Trade Secrets & Copyrights				
Name	Description	BellSouth Sub-Entity	Business Unit	IP#

Associated Files Attached	
File Name	Comments

Fig. 83

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Marketing
<div><div>Create New Product View Products Search/Reports Projects View/Edit Contacts</div><div>Please choose an option from the menu bar on the left.</div></div>

Fig. 84

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Marketing Module	Create New Project
Create New Product	Project Name <input type="text" value="Project # 121232"/>
View Products	Status <input type="text"/>
Search/Reports Projects	Deal Value <input type="text"/>
View/Edit Contacts	Include in Top Deals Report <input type="text"/>
	Description of Project <input type="text"/>
	Follow-up Date <input type="text"/>
	Responsible Party <input type="text"/>
	Follow-up Actions <input type="text"/>
	Products <input type="text"/>

Fig. 85

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<u>Products</u>	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>

<u>Customer</u>			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>
<u>Add Customers</u>	<u>Remove Customers</u>		

<u>Remarketing Partners</u>			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>
<u>Add Partner</u>	<u>Remove Partner</u>		

IP Group Personnel

Fig. 86

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<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>

Associated Files Attached

<input type="text" value="File to Attach"/>	<input type="button" value="Browse..."/>	<input type="button" value="Remove File"/>
<input type="text" value="File Name"/>	<input type="text" value="Comments"/>	

Contract Records

<input type="text" value="Contract Name"/>	<input type="text" value="Agreement Type"/>
--------------------------------------------	---------------------------------------------

<input type="button" value="Create Contract Record"/>	<input type="button" value="Add Associated Contract Record"/>	<input type="button" value="Remove Associated Contract Record"/>
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>	

Fig. 18

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Marketing Module	View Products				
Create New Product	Default Search				
View/Edit Products	Custom Sort				
Search/Report Projects	1.) Sort By: <input type="text" value="N/A"/>				
View/Edit Contacts	2.) Sort By: <input type="text" value="N/A"/>				
	3.) Sort By: <input type="text" value="N/A"/>				
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>				

Fig. 88

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Marketing Module</u>	<u>View Project-Results</u>				
<u>Create New Product</u>	<u>Project Name</u>	<u>Customer</u>	<u>Product</u>	<u>Status</u>	<u>Deal Priority</u>
<u>View/Edit Products</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>
<u>Search/Report Projects</u>					<u>Deal Value</u>
<u>View/Edit Contacts</u>					<u>Data6</u>

Fig. 89

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM							
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts		
Marketing Module	View Project						
Create New Product	Project Name Name Project # 121232						
View Products	Status Conduct Initial research Status Date 2/2/2000						
Search For Product	Deal Value \$1.2 Billion Deal Size Small						
View/Edit Contacts	Include in Top Deals Report <input type="checkbox"/> Deal Priority Low						
	Description of Project						
	<div><div></div><div></div></div>						
	Follow-up Date 2/2/2000 Follow-up Actions Action						
	Responsible Party Mike Stevens						
	Products						
	<table border="1"><thead><tr><th>Product Name</th></tr></thead><tbody><tr><td></td></tr></tbody></table>					Product Name	
Product Name							
	<table border="1"><thead><tr><th>Product</th></tr></thead><tbody><tr><td></td></tr></tbody></table>					Product	
Product							
	Customer						

Fig. 90

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<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
IBM	John Jim
<u>Phone</u>	
212-555-1212	
<u>Party to Final Contract</u>	
<input type="checkbox"/>	
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
IBM	Bob Smith
<u>Phone</u>	
212-555-1212	
<u>Party to Final Contract</u>	
<input type="checkbox"/>	
<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<u>Edit</u>	

Fig. 9.1

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Marketing Module	View Projects
----------------------------------	-------------------------------

Create New Product	Default Search
View/Edit Products	Custom Sort
Search/Report Projects	1.) Sort By: <input type="text" value="Customer Company Name"/>
View/Edit Contacts	2.) Sort By: <input type="text" value="Product Name"/>
	3.) Sort By: <input type="text" value="Customer Company Name"/>
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>
	<div><div>N/A</div><div>Customer Company Name</div><div>Product Name</div><div>Remarking Partner Company Name</div><div>Status</div><div>Deal Priority</div><div>Deal Value</div><div>Deal Size</div><div>IP Group Personnel</div></div>

Fig. 92

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Marketing Module</u>	<u>View Projects-Results</u>				
<u>Create New Product</u>	<u>Criteria 1</u>	<u>Criteria 3</u>	<u>Criteria 3</u>	<u>Project #</u>	<u>Customer</u>
<u>View/Edit Products</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>
<u>Search/Report Projects</u>					
<u>View/Edit Contacts</u>					

Fig. 9.7

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts
<u>Marketing Module</u>	<u>Edit Project</u>		
Create New Product	Project Name <input type="text"/>	Project # <input type="text"/>	
View/Edit Products	Status <input type="text"/>	Status Date <input type="text"/>	
Search/Report Projects	Deal Value <input type="text"/>	Deal Size <input type="text"/>	
View/Edit Contacts	Include in Top Deals Report <input type="checkbox"/>	Deal Priority <input type="text"/>	
	Description of Project <input type="text"/>		
	Follow-up Date <input type="text"/>	Follow-up Actions <input type="text"/>	
	Responsible Party <input type="text"/>		
	<u>Products</u>		
	<u>Product Name</u>		

Fig. 94

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Products	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>

Customer			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>
<u>Add Customers</u>	<u>Remove Customers</u>		

Remarketing Partners			
<u>Company Name</u>	<u>Contact</u>	<u>Phone</u>	<u>Party to Final Contract</u>
			<input type="checkbox"/>
<u>Add Partner</u>	<u>Remove Partner</u>		

IP Group Personnel

Fig. 95

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<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>

<u>Associated Files Attached</u>	
File to Attach <input type="text"/>	<input type="button" value="Browse..."/>
	<input type="button" value="Remove File"/>

<u>Contract Records</u>	
<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>
<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>

<input type="button" value="Create Contract"/>	<input type="button" value="Add Associated Contract"/>
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>

Fig. 96

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	<div style="border: 1px solid black; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><u>Marketing Module</u></p> <p>Create New Product</p> <p>View/Edit Product</p> <p>Search/Report Projects</p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Entity Report <p>View/Edit Contacts</p> </div> <div style="width: 50%;"> <p><u>Project Search/Reports</u></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Project Name <input style="width: 80%;" type="text"/></p> <p>Status <input style="width: 80%;" type="text" value="N/A"/></p> <p>Deal Value <input style="width: 80%;" type="text"/></p> <p>Include in Top Deals Report <input type="checkbox"/></p> <p>Description of Project <input style="width: 80%;" type="text"/></p> </div> <div style="width: 45%;"> <p>Project # <input style="width: 80%;" type="text"/></p> <p>Status Date <input style="width: 80%;" type="text"/></p> <p>Deal Size <input style="width: 80%;" type="text" value="N/A"/></p> <p>Deal Priority <input style="width: 80%;" type="text" value="N/A"/></p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;"> <p>Follow-up Date <input style="width: 80%;" type="text"/></p> <p>Responsible Party <input style="width: 80%;" type="text" value="N/A"/></p> <p>Products <input style="width: 80%;" type="text"/></p> </div> <div style="width: 45%;"> <p>Follow-up <input style="width: 80%;" type="text"/></p> <p>Actions <input style="width: 80%;" type="text"/></p> </div> </div> </div> </div> </div>		

Fig. 97

<u>Report</u>		<u>View/Edit Contacts</u>	
<u>Product Name</u> <input type="text"/>		<input type="text"/>	
<input type="button" value="Add Product"/> <input type="button" value="Remove Product"/>			
<u>Customer</u>			
<u>Customer Name</u> <input type="text"/>	<u>Contact</u> <input type="text"/>	<u>Phone</u> <input type="text"/>	<u>Party to Final Contract</u> <input type="checkbox"/>
<input type="button" value="Add Customers"/> <input type="button" value="Remove Customers"/>			
<u>Remarketing Partners</u>			
<u>Company Name</u> <input type="text"/>	<u>Contact</u> <input type="text"/>	<u>Phone</u> <input type="text"/>	<u>Party to Final Contract</u> <input type="checkbox"/>
<input type="button" value="Add Remarketing Partner"/> <input type="button" value="Remove Remarketing Partner"/>			
<u>IP Group Personnel</u>			

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<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="text"/>	<input type="text"/>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<input type="text"/>	<input type="text"/>
<u>Full Text File Search</u> <input type="text"/>	
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<input type="text"/>	<input type="text"/>
<input type="button" value="Add Contract Record"/>	<input type="button" value="Remove Contract Record"/>
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>

Fig. 99

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

- [IP Inventory](#)
- [Product Inventory](#)
- [Marketing](#)
- [Contracts/Agreements](#)
- [Searching/Reporting](#)
- [Contacts](#)

<p>Marketing Module</p>	<p>Project Search/Reports</p>
<p>Create New Product</p>	<p>Project Name <input type="text"/></p> <p>Project # <input type="text"/></p>
<p>View/Edit Product</p>	<p>Status <input type="text"/></p> <p>Status Date <input type="text"/></p>
<p>Search/Report Projects</p>	<p>Deal Size <input type="text"/></p> <p>Deal Priority <input type="text"/></p>
<p>Standard Project Reports</p>	<p>Deal Va <input type="text"/></p> <p>Include <input type="text"/></p> <p>Describe of Proj <input type="text"/></p> <p>Follow-up <input type="text"/></p>
<p>• Top Deals</p> <p>• Customer Report</p> <p>• Remarketing Report</p> <p>• Status Level Report</p> <p>• BellSouth Entity Report</p>	<p>Responsible Party <input type="text"/></p> <p>N/A <input type="text"/></p>
<p>View/Edit Contacts</p>	<p>Products <input type="text"/></p> <p>Product Name <input type="text"/></p>

Fig. 100

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM				
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting Contacts
<u>Marketing Module</u>	<u>View Project Search Results</u>			
Create New Product View/Edit Product Search/Report Projects Standard Project Reports <ul style="list-style-type: none">• Top Deals• Customer Report• Remarketing Report• Status Level Report• BellSouth Entity Report View/Edit Contacts	Project Name Data1	Customer Data2	Product Data3	Other Search Criteria Data4

Fig. 101

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM																																
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>																											
<u>Marketing Module</u> <u>Create New Product</u> <u>View/Edit Product</u> <u>Search/Report Projects</u> Standard Project Reports <ul style="list-style-type: none"> • <u>Top Deals</u> • <u>Customer Report</u> • <u>Remarketing Report</u> • <u>Status Level Report</u> • <u>BellSouth Entity Report</u> <u>View/Edit Contacts</u>		<u>Top Deals Report</u> <table border="1"> <thead> <tr> <th><u>Status</u></th> <th><u>Product/Project Name</u></th> <th><u>Op#</u></th> <th><u>BellSouth BU</u></th> <th><u>Patent Status</u></th> <th><u>Company Name</u></th> <th><u>Lead</u></th> <th><u>Support</u></th> <th><u>Est. Value</u></th> <th><u>Deal Size</u></th> <th><u>Priority</u></th> </tr> </thead> <tbody> <tr> <td><u>Data1</u></td> <td><u>Data2</u></td> <td><u>Data3</u></td> <td><u>Data4</u></td> <td><u>Data5</u></td> <td><u>Data6</u></td> <td><u>Data7</u></td> <td><u>Data8</u></td> <td><u>Data9</u></td> <td><u>Data10</u></td> <td><u>Data11</u></td> </tr> </tbody> </table>									<u>Status</u>	<u>Product/Project Name</u>	<u>Op#</u>	<u>BellSouth BU</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>	<u>Data6</u>	<u>Data7</u>	<u>Data8</u>	<u>Data9</u>	<u>Data10</u>	<u>Data11</u>
<u>Status</u>	<u>Product/Project Name</u>	<u>Op#</u>	<u>BellSouth BU</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>Support</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>																						
<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>	<u>Data6</u>	<u>Data7</u>	<u>Data8</u>	<u>Data9</u>	<u>Data10</u>	<u>Data11</u>																						

Fig. 1112

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Marketing Module	Customer Report				
Create New Product View/Edit Product Search/Report Projects Standard Project Reports <ul style="list-style-type: none">• Top Deals• Customer Report• Remarketing Report• Status Level Report• BellSouth Entity Report View/Edit Contacts	<div>Customer Name <input type="text" value="Customer Name"/></div> <div><input type="button" value="Submit"/> <input type="button" value="Cancel"/></div>				

Fig. 103

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM						
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>	
<u>Marketing Module</u>	<u>Customer Report</u>					
<u>Create New Product</u> <u>View/Edit Product</u> <u>Search/Report Projects</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Entity Report</u> <u>View/Edit Contacts</u>	<u>Customer Name</u> Data1	<u>Product Name</u> Data2	<u>Status</u> Data3	<u>Value</u> Data4	<u>BellSouth Business Unit</u> Data5	<u>Opp#</u> Data6

Fig. 103A

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

<u>Marketing Module</u>	<u>Remarketing Partner Report</u>
Create New Product View/Edit Product Search/Report Projects Standard Project Reports <ul style="list-style-type: none">• Top Deals• Customer Report• Remarketing Report• Status Level Report• BellSouth Entity Report View/Edit Contacts	Remarketing Company Name <input type="text"/> Company Name <input type="text"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/>

Fig. 104

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts

Marketing Module	Remarketing Partner Report												
Create New Product View/Edit Product Search/Report Projects Standard Project Reports <ul style="list-style-type: none"> • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Entity Report View/Edit Contacts	<table> <tr> <td>Remarketing Partner</td> <td>Product Name</td> <td>Status</td> <td>Value</td> <td>BellSouth Business Unit</td> <td>Opp#</td> </tr> <tr> <td>Data1</td> <td>Data2</td> <td>Data3</td> <td>Data4</td> <td>Data5</td> <td>Data6</td> </tr> </table>	Remarketing Partner	Product Name	Status	Value	BellSouth Business Unit	Opp#	Data1	Data2	Data3	Data4	Data5	Data6
Remarketing Partner	Product Name	Status	Value	BellSouth Business Unit	Opp#								
Data1	Data2	Data3	Data4	Data5	Data6								

Fig. 105

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Marketing Module	Status Level Report
Create New Product View/Edit Product Search/Report Projects Standard Project Reports <ul style="list-style-type: none">• Top Deals• Customer Report• Remarketing Report• Status Level Report• BellSouth Entity Report View/Edit Contacts	Status Level <input type="text" value="N/A"/> <input type="button" value="Submit"/> <input type="button" value="Cancel"/>

Fig. 106

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts

Marketing Module	Status Level Report
<div>Create New Product View/Edit Product Search/Report Projects Standard Project Reports<ul style="list-style-type: none">• Top Deals• Customer Report• Remarketing Report• Status Level Report• BellSouth Entity Report View/Edit Contacts</div>	<div><div>Status Level</div><div><div>Submit</div><div><div>▼</div><div>N/A</div><div>N/A</div><div>Conduct Initial Research</div><div>Conduct market research and analysis</div><div>Complete and approve PTR</div><div>Develop marketing plan & package</div><div>Sell product</div><div>Negotiate contract</div><div>Complete & approve transaction report</div><div>Execute contract</div><div>Set up maintenance plan</div><div>Close out Project</div></div></div></div>

Fig. 107

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM											
<u>IP Inventory</u>		<u>Product Inventory</u>		<u>Marketing</u>		<u>Contracts/Agreements</u>		<u>Searching/Reporting</u>		<u>Contacts</u>	
<u>Marketing Module</u>		<u>Status Level Report</u>									
<u>Create New Product</u> <u>View/Edit Product</u> <u>Search/Report Projects</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Entity Report</u> <u>View/Edit Contacts</u>		<u>Level</u> Data1	<u>Level Date</u> Data2	<u>Opp#</u> Data3	<u>Company Name</u> Data4	<u>Product Name</u> Data5	<u>Remarketing Name</u> Data6	<u>BellSouth Business Unit</u> Data7	<u>IP Group Personnel</u> Data8	<u>Deal Size</u> Data9	<u>Deal Value</u> Data10

Fig. 109A

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Marketing Module

[Create New Product](#)
[View/Edit Product](#)
[Search/Report Projects](#)
[Standard Project Reports](#)

- [Top Deals](#)
- [Customer Report](#)
- [Remarketing Report](#)
- [Status Level Report](#)
- [BellSouth Entity Report](#)

[View/Edit Contacts](#)

BellSouth Business Unit Report

BellSouth Business Unit

BASC
BBI
BBS
BPC
BSC
BSCC
BSE
BSI
BSNET
BST

Submit

Cancel

Fig. 109

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>				
<u>Marketing Module</u>		<u>BellSouth Business Unit Report</u>							
<u>Create New Product</u> <u>View/Edit Product</u> <u>Search/Report Projects</u> <u>Standard Project Reports</u> <ul style="list-style-type: none">• <u>Top Deals</u>• <u>Customer Report</u>• <u>Remarketing Report</u>• <u>Status Level Report</u>• <u>BellSouth Entity Report</u> <u>View/Edit Contacts</u>	<u>Entity Name</u> Data1	<u>Status</u> Data2	<u>Product Name</u> Data3	<u>Customer Name</u> Data4	<u>Remarketing Partner</u> Data5	<u>Deal Value</u> Data6	<u>BellSouth Contacts</u> Data7	<u>BIPMARK Contact</u> Data8	

Fig. 111

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM				
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting
Contacts				
Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts		Contracts/Agreements Please choose an option from the menu bar on the left.		

Fig. 111

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory	Product Inventory	Marketing	Contracts/Agreements
		Searching/Reporting	Contacts
Contracts/Agreements Module		Add Contract/Agreement	
Add Contract/Agreement		Agreement Name <input type="text"/>	
Search Contract/Agreement		Agreement Number 12323	
Contract Report		Agreement Type <input type="text"/>	
View/Edit Contacts		Project Number <input type="text"/>	
		Product <input type="text"/>	
Contract Summary			
Exclusivity <input type="text"/>		Form of Agreement <input type="text"/>	
Type of Revenue <input type="text"/>		Unique T&C <input type="text"/>	
Frequency of Payments <input type="text"/>			
Description <input type="text"/>			
Termination or Renewal Terms			

Fig. 112

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Termination or Renewal Terms

Confidentiality Period

Notice Date

Effective Date

Termination/Renewal Date

Reason for Termination

BellSouth Business Unit

BellSouth Business Unit

Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

Company Name

Type

Contact

Add Party

Remove Party

Fig. 113

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Add Party

Remove Party

IP Covered by License

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments
		<div></div>							

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

Fig. 114

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Comments

File to Attach

Browse...

Remove File

File Name

Comments

Submit

Cancel

Fig. 115

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Add Contract/Agreement
Add Contract/Agreement	Agreement Name <input type="text"/> Agreement Number 12323
Search Contract/Agreement	Agreement Type <input type="text"/> Project Number <input type="text"/>
Contract Report	<div><div>Administrative Services Agreement Master Licensing Agreement Sublicensing Agreement Services Agreement Sublease Agreement consulting Agreements Recruiter Agreement Remarketing Agreements</div><div>Type of Revenue <input type="text"/></div><div>Form of Agreement <input type="text"/></div><div>Unique T&C <input type="text"/></div></div>
View/Edit Contacts	Frequency of Payments <input type="text"/>
	Description <input type="text"/>

Fig. 11b

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

- [IP Inventory](#)
- [Product Inventory](#)
- [Marketing](#)
- [Contracts/Agreements](#)
- [Searching/Reporting](#)
- [Contacts](#)

Contracts/Agreements Module

[Add Contract/Agreement](#)
[Search Contract/Agreement](#)
[Contract Report](#)
[View/Edit Contacts](#)

Add Contract/Agreement

Agreement Name Agreement Number 12323

Agreement Type

Product [

Contract Summary

☐ Exclusivity

Type of Reve

Frequency of Payments

Description

Form of Agreement

Unique T&C

**Distribution License
Straight Use License
Strategic Agreement**

Fig. 117

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts
Contracts/Agreements Module		<u>Add Contract/Agreement</u>	
Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts		Agreement Name <input type="text"/> Agreement Number 12323 Agreement Type <input type="text"/> Project Number <input type="text"/> Product <input type="text"/>	
		<u>Contract Summary</u>	
		Exclusivity <input type="text"/> Form of Agreement <input type="text"/> Type of Revenue <input type="text"/> Unique T&C <input type="text"/> Frequency of Pay <input type="text"/> Cash Savings Cash & Savings Description <input type="text"/>	

Fig. 11B

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Add Contract/Agreement
Add Contract/Agreement	Agreement Name <input type="text"/> Agreement Number 12323
Search Contract/Agreement	Agreement Type <input type="text"/> Project Number <input type="text"/>
Contract Report	Product <input type="text"/>
View/Edit Contacts	

Contract Summary	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	
<div>One Time Development/Maintenance Savings One Time Up-Front License Fee One Time Up-Front License Fee w/Future royalties Due Monthly Report/Royalty Payment Quarterly Report/Royalty Payment Annual Report/Royalty Payment</div>	

Fig. 119

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM											
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts											
<u>Contracts/Agreements Module</u>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"><u>Add Action</u></div> <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 30%;">Action Type <input type="text" value="Termination Notice"/></td><td style="width: 70%;">Expected Due Date <input type="text"/></td></tr><tr><td>Expected Amount <input type="text"/></td><td>Start of Period <input type="text"/></td></tr><tr><td>Expected Action <input type="text"/></td><td>End of Period <input type="text"/></td></tr><tr><td>Internal Contact <input type="text"/></td><td>External Contact <input type="text"/></td></tr></table> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"><u>Recurring Actions</u></div> <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 30%;">Date <input type="text"/></td><td style="width: 70%; text-align: center;"><input type="button" value="Repeat"/></td></tr></table> <div style="border: 1px solid black; padding: 5px;">Comments <div style="border: 1px solid black; height: 40px; margin-top: 5px;"></div></div> <div style="text-align: right; margin-top: 10px;"><input type="button" value="Submit"/> <input type="button" value="Cancel"/></div>	Action Type <input type="text" value="Termination Notice"/>	Expected Due Date <input type="text"/>	Expected Amount <input type="text"/>	Start of Period <input type="text"/>	Expected Action <input type="text"/>	End of Period <input type="text"/>	Internal Contact <input type="text"/>	External Contact <input type="text"/>	Date <input type="text"/>	<input type="button" value="Repeat"/>
Action Type <input type="text" value="Termination Notice"/>	Expected Due Date <input type="text"/>										
Expected Amount <input type="text"/>	Start of Period <input type="text"/>										
Expected Action <input type="text"/>	End of Period <input type="text"/>										
Internal Contact <input type="text"/>	External Contact <input type="text"/>										
Date <input type="text"/>	<input type="button" value="Repeat"/>										

Fig. 121

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)

[Product Inventory](#)

[Marketing](#)

[Contracts/Agreements](#)

[Searching/Reporting](#)

[Contacts](#)

Contracts/Agreements Module

Add Action

Termination Notice ▼

Termination Notice

Extension Notice

Report REQ'T

Payment REQ'T

Savings Due

Other

Action Type

Expected Am

Expected Act

Internal Cont

Expected Due Date

Start of Period

End of Period

External Contact

Recurring Actions

Date

Repeat

Comments

Submit

Cancel

Fig. 120H

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM													
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts													
<u>Contracts/Agreements Module</u> Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts	<u>Search Contract/Agreements</u> <div style="display: flex; justify-content: space-between;"><div>Agreement Name <input type="text"/></div><div>Agreement Number 12323</div></div> <div style="display: flex; justify-content: space-between;"><div>Agreement Type <input type="text"/></div><div>Project Number <input type="text"/></div></div> <div style="display: flex; justify-content: space-between;"><div>Product <input type="text"/></div><div></div></div> <u>Contract Summary</u> <table border="1" style="width: 100%; border-collapse: collapse;"><tr><td style="width: 33%;">Exclusivity <input type="text"/></td><td style="width: 33%;">Form of Agreement <input type="text"/></td><td style="width: 33%;">Unique T&C <input type="text"/></td></tr><tr><td>Type of Revenue <input type="text"/></td><td colspan="2"></td></tr><tr><td colspan="3">Frequency of Payments <input type="text"/></td></tr><tr><td colspan="3">Description <input type="text"/></td></tr></table>	Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Unique T&C <input type="text"/>	Type of Revenue <input type="text"/>			Frequency of Payments <input type="text"/>			Description <input type="text"/>		
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>	Unique T&C <input type="text"/>											
Type of Revenue <input type="text"/>													
Frequency of Payments <input type="text"/>													
Description <input type="text"/>													

Fig. 121

Fig. 122

Description <input type="text"/>		
Termination or Renewal Terms		
<input type="text"/>		
Confidentiality Period <input type="text"/>	Notice Date <input type="text"/>	
Effective Date <input type="text"/>		
Termination/Renewal Date <input type="text"/>	Reason for Termination <input type="text"/>	
BellSouth Business Unit		
BellSouth Business Unit <input type="text"/>	Royalty Percentage <input type="text"/>	
<input type="text"/>	<input type="text"/>	
<input type="button" value="Add BellSouth BU"/>	<input type="button" value="Remove BellSouth BU"/>	
Parties to the Contract		
Company Name <input type="text"/>	Type <input type="text"/>	Contact <input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Add Party"/>	<input type="button" value="Remove Party"/>	

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Add Party

Remove Party

IP Covered by License

IP Type

Name

Ref #

Add IP

Remove IP

Action/Payments Due

Expected Due Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add Item

Remove Item

Comments

Full Text File Search

Submit

Cancel

Fig. 123

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Add Contract/Agreement Search Contract/Agreement Contract Report View/Edit Contacts		Search Results			
		Agreement Name Data1	Agreement Number Data2	Agreement Type Data3	Project # Data4

Fig. 124

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Contract/Agreement
Add Contract/Agreement	Agreement Name Name
Search Contract/Agreement	Agreement Number 12323
Contract Report	Agreement Type Contract
View/Edit Contacts	Product Product
	Project Number 1234
	Contract Summary
	Exclusivity Exclusive
	Form of Agreement Straight Use License
	Type of Revenue Cash
	Unique T&C Text
	Frequency of Payments Annual Report/Royalty Payment
	Description A nice piece of IP
	Termination or Renewal Terms
	<div><div></div><div></div></div>
	<div>Confidentiality Period 2/14/2000</div> <div>Notice Date 2/14/2000</div>

Fig. 125

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Confidentiality Period 2/14/2000		Notice Date 2/14/2000	
Effective Date 2/14/2000			
Termination/Renewal Date 2/14/2000		Reason for Termination None	
<u>BellSouth Business Unit</u>			
<u>BellSouth Business Unit</u>		<u>Royalty Percentage</u>	
Cellular		100	
<u>Parties to the Contract</u>			
<u>Company Name</u>	<u>Type</u>	<u>Contact</u>	
<u>Party</u>	<u>Remarking</u>	<u>Carter Pate</u>	
<u>IP Covered by License</u>			
<u>IP Type</u>	<u>Name</u>	<u>Ref #</u>	
<u>Patent</u>	<u>Cell Phone</u>	<u>1234</u>	
<u>Action/Payments Due</u>			

Fig. 126

Expected Due Date

Actual Date

Action Type

▼

Expected Amount

Actual Amount

Expected Action

Actual Action

Internal Contact

External Contact

Comments

Comments

▲▼

▼

File Name

Comments

Edit

Fig.127

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory	Product Inventory	Marketing	Contracts/Agreements
		Searching/Reporting	Contacts
<u>Contracts/Agreements Module</u>		<u>Edit Contract/Agreements</u>	
Add Contract/Agreement		Agreement Name <input type="text"/>	
Search Contract/Agreement		Agreement Number 12323	
Contract Report		Project Number <input type="text"/>	
View/Edit Contacts		Agreement Type <input type="text"/>	
		Product <input type="text"/>	
<u>Contract Summary</u>			
Exclusivity <input type="text"/>		Form of Agreement <input type="text"/>	
Type of Revenue <input type="text"/>		Unique T&C <input type="text"/>	
Frequency of Payments <input type="text"/>		<input type="text"/>	
Description <input type="text"/>		<input type="text"/>	
<u>Termination or Renewal Terms</u>			

Fig. 12B

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Termination or Renewal Terms	
<div><div></div><div></div></div>	
Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit	
BellSouth Business Unit	Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract	
Company Name	Type

Add Party

Remove Party

IP Covered by License

Fig. 129

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IP Covered by License

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments
		<div></div>							

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

Fig. 130

Comments

File to Attach

Browse...

Remove File

File Name	Comments

Submit

Cancel

Fig. 131

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Contracts/Agreements Module</u>		<u>Contracts Reports</u>			
<u>Add Contract/Agreement</u> <u>Search Contract/Agreement</u> <u>Contract Report</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>		Please select a report from the left menu bar.			

Fig. 132

Please select a report from the left menu bar.

[Search](#)
[Contract/Agreement](#)
[Contract Report](#)
[Upcoming](#)
[Termination Report](#)
[Royalty/Reporting](#)
[Requirements By](#)
[Date](#)
[Contracts By](#)
[BellSouth Business](#)
[Unit](#)
[Financial Report By](#)
[Period](#)
[Financial Report By](#)
[BellSouth Business](#)
[Unit](#)
[Action Report](#)
[Party Report](#)
[View/Edit Contacts](#)

Fig. 13

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Upcoming Termination Report
Add Contract/Agreement	Agreement Type <input type="text"/>
Search Contract/Agreement	Period Covered By Report: <input type="text"/>
Contract Report	Start Date <input type="text"/>
	OR
Upcoming Termination Report	Time Period <input type="text"/>
Royalty/Reporting Requirements By Date	<input type="button" value="Search"/>
Contracts By BellSouth Business Unit Financial Report By Period	<input type="button" value="Cancel"/>

Fig. 134

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Upcoming Termination Report
Add Contract/Agreement Search Contract/Agreement Contract Report Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period	<div>Agreement Type Contract Internal Use Marketing (External) PCO/Affiliates All</div> <div>Start Date End Date</div> <div>Search Cancel</div>

Fig. 135

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Upcoming Termination Report
Add Contract/Agreement	Agreement Type <input type="text"/>
Search Contract/Agreement	Period Covered By Report: <input type="text"/>
Contract Report	Start Date <input type="text"/> End Date <input type="text"/>
Upcoming Termination Report	OR
Royalty/Reporting Requirements By Date	Time Period <input type="text"/>
Contracts By BellSouth Business Unit Financial Report By Period	<input type="button" value="Search"/> <input type="button" value="Next 30 Days"/> <input type="button" value="Next 60 Days"/> <input type="button" value="Next Year"/>

Fig. 136

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM						
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>	
<u>Contracts/Agreements Module</u>		<u>Upcoming Termination Report</u>				
<u>Add Contract/Agreement</u>	<u>Effective Date</u>	<u>Notice Date</u>	<u>Termination Date</u>	<u>Contract Name</u>	<u>Contract #</u>	<u>Customer</u>
<u>Search Contract/Agreement</u>	Data1	Data2	Data3	Data4	Data5	Data6
<u>Contract Report</u>						
<u>Upcoming Termination Report</u>						
<u>Royalty/Reporting Requirements By Date</u>						
<u>Contracts By BellSouth Business Unit Financial Report By Period</u>						

LET'S

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts
<u>Contracts/Agreements Module</u>	<u>Royalty/Report Requirements By Date Report</u>
Add Contract/Agreement	Agreement Type <input type="text"/>
Search Contract/Agreement	Period Covered By Report: <input type="text"/>
Contract Report	Start Date <input type="text"/>
Upcoming Termination	OR End Date <input type="text"/>
Report	Time Period <input type="text"/>
Royalty/Reporting Requirements By Date	<input type="button" value="Search"/>
Contracts By BellSouth Business Unit Financial Report By Period	<input type="button" value="Cancel"/>

Fig. 138

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM									
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>				
<u>Contracts/Agreements Module</u>		<u>Royalty/Report Requirements By Date Report</u>							
<u>Add Contract/Agreement</u>	<u>Contract Name</u>	<u>Expected Action Due Date</u>	<u>Actual Action Date</u>	<u>Action Type</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Expected Action</u>	<u>Actual Action</u>	<u>Data</u>
<u>Search Contract/Agreement</u>	<u>Contract Report</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>Upcoming Termination Report</u>	<u>Royalty/Reporting Requirements By Date</u>								
<u>Contracts By BellSouth Business Unit</u>	<u>Financial Report By Period</u>								
<u>Financial Report By BellSouth Business Unit</u>	<u>Action Report</u>								

Fig. 139

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts
Contracts/Agreements Module		Contracts By BellSouth Business Unit			
Add Contract/Agreement		Agreement Type <input type="text" value="."/> <input type="button" value="v"/>			
Search Contract/Agreement		BellSouth Business Unit <input type="text" value="."/> <input type="button" value="v"/>			
Contract Report		Period Covered By Report:			
Upcoming Termination Report		Start Date <input type="text" value=""/> End Date <input type="text" value=""/>			
Royalty/Reporting Requirements By Date		OR			
Contracts By BellSouth Business Unit		Time Period <input type="text" value="."/> <input type="button" value="v"/>			
Financial Report By Period		<input type="button" value="Search"/> <input type="button" value="Cancel"/>			
Financial Report By BellSouth Business Unit					
Action Report					

Fig. 140

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Contracts/Agreements Module</u>		<u>Royalty/Report Requirements By Date</u>			
<u>Add Contract/Agreement</u> <u>Search Contract/Agreement</u> <u>Contract Report</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>		Period Covered By Report: Date Report Run: <div> <u>BellSouth Business Unit</u> <u>Agreement Name</u> <u>Product</u> <u>Parties</u> <u>Effective Date</u> <u>Termination Date</u> Data Data Data Data Data Data </div>			

Fig. 141

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Financial Report By Period
Add Contract/Agreement Search Contract/Agreement Contract Report Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period	<div>Agreement Type <input type="text"/></div> <div>Period Covered By Report: Start Date <input type="text"/> End Date <input type="text"/> OR Time Period <input type="text"/></div> <div><input type="button" value="Search"/> <input type="button" value="Cancel"/></div>

Fig. 142

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM																	
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>												
<u>Contracts/Agreements Module</u>		<u>Financial Report By Period</u>															
<u>Add Contract/Agreement</u> <u>Search Contract/Agreement</u> <u>Contract Report</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>		Period Covered By Report: Date Report Run: <table border="0"> <tr> <td><u>Contract Name</u></td> <td><u>BellSouth Business Unit</u></td> <td><u>Parties</u></td> <td><u>Amount Due</u></td> <td><u>Date Due</u></td> <td><u>External Contact</u></td> </tr> <tr> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> </tr> </table>				<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>												
Data	Data	Data	Data	Data	Data												

Fig. 143

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Financial Report By Bellsouth Business Unit
Add Contract/Agreement	Agreement Type <input type="text"/> BellSouth BU <input type="text"/>
Search Contract/Agreement	
Contract Report	
Upcoming Termination Report	Period Covered By Report:
Royalty/Reporting Requirements By Date	Start Date <input type="text"/> End Date <input type="text"/>
Contracts By BellSouth Business Unit	OR
Financial Report By Period	Time Period <input type="text"/>
Financial Report By BellSouth Business Unit	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
Action Report	
Party Report	

Fig. 144

Fig. 145

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Financial Report By Bellsouth Business Unit</u>					
<u>Contracts/Agreements Module</u>	<u>Period Covered By Report: Date Report Run:</u>				
<u>Add Contract/Agreement</u>	<u>Parties</u>	<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>
<u>Search Contract/Agreement</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Date Due</u>	<u>External Contact</u>
<u>Contract Report</u>					
<u>Upcoming Termination Report</u>					
<u>Royalty/Reporting Requirements By Date</u>					
<u>Contracts By BellSouth Business Unit</u>					
<u>Financial Report By Period</u>					
<u>Financial Report By BellSouth Business Unit</u>					
<u>Action Report</u>					

Fig. 146

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Contracts/Agreements Module	Action Report
Add Contract/Agreement	Agreement Type <input type="text"/>
Search Contract/Agreement	Action Type <input type="text"/>
Contract Report	Period Covered By Report: <input type="text"/>
Upcoming Termination Report	Start Date <input type="text"/>
Royalty/Reporting Requirements By Date	OR
Contracts By BellSouth Business Unit	Time Period <input type="text"/>
Financial Report By Period	Sort By: <input type="text"/>
Financial Report By BellSouth Business Unit	Sort 1: <input type="text"/>
Action Report	Sort 2: <input type="text"/>
	Sort 3: <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	
Contracts/Agreements Module	Action Report
Add Contract/Agreement Search Contract/Agreement Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Business Unit Financial Report By Period Financial Report By BellSouth Business Unit Action Report Party Report	<div> <div>Agreement Type <input type="text"/></div> <div>Action Type <input type="text"/></div> <div>Period Covered By Report:</div> <div> <div>Start Date <input type="text"/></div> <div>OR</div> <div>Time Period <input type="text"/></div> </div> <div>End Date <input type="text"/></div> </div> <div>Sort By:</div> <div>Sort 1: <input type="text"/></div> <div>Sort 2: <input type="text"/></div> <div>Sort 3: <input type="text"/></div> <div> <input type="text"/> Internal Responsible Party <input type="text"/> External Responsible Party <input type="text"/> Due Date <input type="text"/> Contract Name </div>

Fig. 147

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>

<u>Contracts/Agreements Module</u>	<u>Action Report</u>														
<u>Add Contract/Agreement</u> <u>Search Contract/Agreement</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u> <u>Party Report</u>	Period Covered By Report: Date Report Run: <table> <tr> <td><u>Expected Due Date</u></td> <td><u>Agreement Name</u></td> <td><u>Action Type</u></td> <td><u>Expected Action</u></td> <td><u>Expected Amount</u></td> <td><u>Internal Contact</u></td> <td><u>External Contact</u></td> </tr> <tr> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> </tr> </table>	<u>Expected Due Date</u>	<u>Agreement Name</u>	<u>Action Type</u>	<u>Expected Action</u>	<u>Expected Amount</u>	<u>Internal Contact</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data	Data
<u>Expected Due Date</u>	<u>Agreement Name</u>	<u>Action Type</u>	<u>Expected Action</u>	<u>Expected Amount</u>	<u>Internal Contact</u>	<u>External Contact</u>									
Data	Data	Data	Data	Data	Data	Data									

Fig. 14B

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>
		<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Contracts/Agreements Module</u>		<u>Party Report</u>	
<u>Add Contract/Agreement</u>		Agreement Type <input type="text"/> Parties <input type="text"/> <input type="button" value="Add Party"/>	
<u>Search Contract/Agreements</u>			
<u>Contract Reports</u>		<u>Period Covered By Report:</u>	
<u>Upcoming</u>		Start Date <input type="text"/> End Date <input type="text"/>	
<u>Termination Report</u>		OR	
<u>Royalty/Reporting</u>		Time Period <input type="text"/>	
<u>Requirements By</u>		<input type="button" value="Search"/> <input type="button" value="Cancel"/>	
<u>Date</u>			
<u>Contracts By</u>			
<u>BellSouth Business</u>			
<u>Unit</u>			
<u>Financial Report By</u>			
<u>Period</u>			

Fig. 149

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Contracts/Agreements Module</u>		<u>Party Report</u>			
<u>Add Contract/Agreement</u>		Period Covered By Report: Date Report Run:			
<u>Search Contract/Agreements</u>					
<u>Contract Reports</u>					
<u>Upcoming</u>					
<u>Termination Report</u>					
<u>Royalty/Reporting</u>					
<u>Requirements By</u>					
<u>Date</u>					
<u>Contracts By</u>					
<u>BellSouth Business</u>					
<u>Unit</u>					
<u>Financial Report By</u>					
<u>Period</u>					
		<u>Parties</u>	<u>Agreement Name</u>	<u>BellSouth Business Unit</u>	<u>Date Due</u>
		Data	Data	Data	Data
				<u>Amount Due</u>	<u>External Contact</u>
				Data	Data

Fig. 150

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM				
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>
<u>Contacts</u>				
<u>Searching/Reporting Module</u>				
<u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By Date</u> <u>Contracts By BellSouth Business Entity</u> <u>Report</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth</u> <u>Entity</u> <u>Action Report</u> <u>Party Report</u> <u>Standard Project Reports</u> <u>Top Deals</u> <u>Customer Report</u> <u>Remarketing Report</u> <u>Status Level Report</u> <u>BellSouth Entity Report</u>		<u>Cross Module Searching</u>		

Fig. 151

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM																		
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts																		
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><u>Reporting Module</u></p> <p><u>Contract Reports</u></p> <p>Upcoming</p> <p>Termination</p> <p>Report</p> <p>Royalty/Reporting</p> <p>Requirements By</p> <p>Date</p> <p>Contracts By</p> <p>BellSouth Entity</p> <p>Report</p> <p>Financial Report</p> <p>By Period</p> <p>Financial Report</p> <p>By BellSouth</p> <p>Entity</p> </div> <div style="width: 50%;"> <p><u>Cross Module Searching</u></p> <p><u>Output Display:</u></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Item1 <input type="text"/></p> <p>Item2 <input type="text"/></p> <p>Item3 <input type="text"/></p> <p>Item4 <input type="text"/></p> <p>Item5 <input type="text"/></p> </div> <div style="width: 50%;"> <p><u>Where:</u></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"><input type="text"/></td> <td style="width: 25%; text-align: center;">Criteria 1</td> <td style="width: 25%;"><input type="text"/></td> <td style="width: 25%; text-align: center;">=</td> <td style="width: 20%;"><input type="text"/></td> </tr> <tr> <td><input type="text"/></td> <td style="text-align: center;">Criteria 2</td> <td><input type="text"/></td> <td style="text-align: center;">=</td> <td><input type="text"/></td> </tr> <tr> <td colspan="2" style="text-align: center;">Operator and <input type="text"/></td> <td colspan="3"></td> </tr> </table> </div> </div> </div> <div style="display: flex; justify-content: flex-end; gap: 20px; margin-top: 10px;"> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> </div>				<input type="text"/>	Criteria 1	<input type="text"/>	=	<input type="text"/>	<input type="text"/>	Criteria 2	<input type="text"/>	=	<input type="text"/>	Operator and <input type="text"/>				
<input type="text"/>	Criteria 1	<input type="text"/>	=	<input type="text"/>														
<input type="text"/>	Criteria 2	<input type="text"/>	=	<input type="text"/>														
Operator and <input type="text"/>																		

Fig. 152

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
Reporting Module		Cross Module Searching			
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		Output Display: Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 <div style="border: 1px solid black; padding: 2px;">Where: Patents Trademarks Trade Secrets Copyrights Products Marketing Opportunities Contracts</div> <div style="float: right; margin-top: -80px;"> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div>			

Fig. 5.1

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory
Marketing	Contracts/Agreements
Searching/Reporting	Contacts

Reporting Module	Cross Module Searching																																				
Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity	<p>Output Display:</p> <table border="1"><thead><tr><th>Item1</th><th>Item2</th><th>Item3</th><th>Item4</th><th>Item5</th><th>Where:</th></tr></thead><tbody><tr><td>Patents</td><td>Patent App#</td><td>Patent Docket #</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Copyright Name</td></tr><tr><td>Trademarks</td><td>Patent Docket #</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>BellSouth Entity</td></tr><tr><td>Trade Secrets</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Product Name</td></tr><tr><td>Copyrights</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>BellSouth Business Unit</td></tr><tr><td>Products</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td>Trade Secret Name</td><td></td></tr></tbody></table> <p>Criteria 1</p> <p>Criteria 2</p> <p>Operator and</p> <p>Search Cancel</p>	Item1	Item2	Item3	Item4	Item5	Where:	Patents	Patent App#	Patent Docket #	Trade Secret Name	Trade Secret Name	Copyright Name	Trademarks	Patent Docket #	Trade Secret Name	Trade Secret Name	Trade Secret Name	BellSouth Entity	Trade Secrets	Trade Secret Name	Trade Secret Name	Trade Secret Name	Trade Secret Name	Product Name	Copyrights	Trade Secret Name	Trade Secret Name	Trade Secret Name	Trade Secret Name	BellSouth Business Unit	Products	Trade Secret Name	Trade Secret Name	Trade Secret Name	Trade Secret Name	
Item1	Item2	Item3	Item4	Item5	Where:																																
Patents	Patent App#	Patent Docket #	Trade Secret Name	Trade Secret Name	Copyright Name																																
Trademarks	Patent Docket #	Trade Secret Name	Trade Secret Name	Trade Secret Name	BellSouth Entity																																
Trade Secrets	Trade Secret Name	Trade Secret Name	Trade Secret Name	Trade Secret Name	Product Name																																
Copyrights	Trade Secret Name	Trade Secret Name	Trade Secret Name	Trade Secret Name	BellSouth Business Unit																																
Products	Trade Secret Name	Trade Secret Name	Trade Secret Name	Trade Secret Name																																	

Fig. 154

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM																																																											
IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts																																																											
<u>Reporting Module</u>	<u>Cross Module Searching</u>																																																										
<u>Contract Reports</u> Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity	<u>Output Display:</u> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Item1</td> <td style="width: 15%;">Patents</td> <td style="width: 15%;">Trademark Application #</td> <td style="width: 15%;"></td> </tr> <tr> <td>Item2</td> <td>Trademarks</td> <td>Trademark Docket #</td> <td></td> </tr> <tr> <td>Item3</td> <td>Trade Secrets</td> <td>Trade Secret Name</td> <td></td> </tr> <tr> <td>Item4</td> <td>Copyrights</td> <td>Copyright Name</td> <td></td> </tr> <tr> <td>Item5</td> <td>Products</td> <td>BellSouth Entity</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>Product Name</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>BellSouth Business Unit</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>Contacts</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>Opportunity Name</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>Agreement Name</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>Agreement Type</td> <td></td> </tr> <tr> <td colspan="2"></td> <td>BellSouth Business Unit</td> <td></td> </tr> </table> <u>Where:</u> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"></td> <td style="width: 30%;">Criteria 1</td> <td style="width: 30%;"></td> <td style="width: 10%; text-align: center;">=</td> </tr> <tr> <td>Operator and <input checked="" type="checkbox"/></td> <td>Criteria 2</td> <td></td> <td style="text-align: center;">=</td> </tr> </table> <div style="text-align: center;"> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div>			Item1	Patents	Trademark Application #		Item2	Trademarks	Trademark Docket #		Item3	Trade Secrets	Trade Secret Name		Item4	Copyrights	Copyright Name		Item5	Products	BellSouth Entity				Product Name				BellSouth Business Unit				Contacts				Opportunity Name				Agreement Name				Agreement Type				BellSouth Business Unit			Criteria 1		=	Operator and <input checked="" type="checkbox"/>	Criteria 2		=
Item1	Patents	Trademark Application #																																																									
Item2	Trademarks	Trademark Docket #																																																									
Item3	Trade Secrets	Trade Secret Name																																																									
Item4	Copyrights	Copyright Name																																																									
Item5	Products	BellSouth Entity																																																									
		Product Name																																																									
		BellSouth Business Unit																																																									
		Contacts																																																									
		Opportunity Name																																																									
		Agreement Name																																																									
		Agreement Type																																																									
		BellSouth Business Unit																																																									
	Criteria 1		=																																																								
Operator and <input checked="" type="checkbox"/>	Criteria 2		=																																																								

Fig. 155

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<u>IP Inventory</u>	<u>Product Inventory</u>
<u>Marketing</u>	<u>Contracts/Agreements</u>
<u>Searching/Reporting</u>	<u>Contacts</u>
Reporting Module	Cross Module Searching
Contract Reports	Marketing
<u>Upcoming Termination Report</u>	<u>Name</u>
<u>Royalty/Reporting</u>	<u>Customer</u>
<u>Requirements By Date</u>	<u>Data</u>
<u>Contracts By BellSouth</u>	Contracts
<u>Entity Report</u>	<u>Name</u>
<u>Financial Report By</u>	<u>Parties</u>
<u>Period</u>	<u>Data</u>
<u>Financial Report By</u>	
<u>BellSouth Entity</u>	
<u>Action Report</u>	
<u>Party Report</u>	
Standard Project Reports	
<u>Top Deals</u>	

Fig. 156

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<u>IP Inventory</u>	<u>Product Inventory</u>
<u>Marketing</u>	<u>Contracts/Agreements</u>
<u>Searching/Reporting</u>	<u>Contacts</u>
<u>View/Edit Contact</u>	<u>View/Edit Contacts</u>
<div>Search for Contact</div> <div>Add Contact</div>	

Fig. 157

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM											
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts						
		<div>Search for Contacts</div> <div>Company Name <input type="text"/></div> <div>BellSouth Sub-entity <input type="text"/></div> <div>Type <input type="text" value="N/A"/> ▼</div> <div>Events</div> <table border="1"> <thead> <tr> <th>Date</th> <th>Comments</th> <th>Attached Files</th> </tr> </thead> <tbody> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </tbody> </table> <div> <input type="button" value="Add Event"/> <input type="button" value="Remove Event"/> </div> <div>Contacts</div>				Date	Comments	Attached Files	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date	Comments	Attached Files									
<input type="text"/>	<input type="text"/>	<input type="text"/>									
Create Contacts View/Edit Contacts											

Fig. 15B

<u>Contacts</u>			
<u>Name</u>	<input type="text"/>	<u>Title</u>	<input type="text"/>
		<u>Country</u>	<input type="text"/>
<u>Address1</u>	<input type="text"/>	<u>Address2</u>	<input type="text"/>
<u>State</u>	<input type="text"/>	<u>City</u>	<input type="text"/>
		<u>Phone</u>	<input type="text"/>
		<u>Zip</u>	<input type="text"/>
<u>Individual Contact Events</u>			
<u>Date</u>	<input type="text"/>	<u>Comments</u>	<input type="text"/>
	<input type="text"/>		<input type="text"/>
		<u>Attached Files</u>	<input type="text"/>
			<input type="text"/>
<input type="button" value="Add Event"/> <input type="button" value="Remove Event"/>			
<input type="button" value="Search"/> <input type="button" value="Cancel"/>			

Fig. 159

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<div><u>Create Contacts</u> <u>View/Edit</u> <u>Contacts</u></div>		<div><u>Search for Contacts</u> <div><div><u>Company Name</u> Data</div><div><u>BellSouth Sub-entity</u> Data Name Data</div><div><u>Type</u> Data Title Data</div><div><u>Phone</u> Data</div></div></div>			

Fig. 160

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INTELLECTUAL PROPERTY MANAGEMENT SYSTEM																											
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts																								
View/Edit Individual Contact																											
Create Contacts View/Edit Contacts	<table><tr><td>Name</td><td>Carter Pate</td><td>Title</td><td>Associate</td><td>Country</td><td>USE</td></tr><tr><td>Address1</td><td>123 Smith Ave.</td><td>Address 2</td><td></td><td>City</td><td>New York</td></tr><tr><td>State</td><td>NJ</td><td>Zip</td><td>07000</td><td>Phone</td><td>201-596-8000</td></tr></table> Individual Contact Events <table><tr><td>Date</td><td>Comments</td><td>Attached Files</td></tr><tr><td>2/20/2000</td><td>Meeting with Tom</td><td>presentation.doc</td></tr></table> Edit			Name	Carter Pate	Title	Associate	Country	USE	Address1	123 Smith Ave.	Address 2		City	New York	State	NJ	Zip	07000	Phone	201-596-8000	Date	Comments	Attached Files	2/20/2000	Meeting with Tom	presentation.doc
Name	Carter Pate	Title	Associate	Country	USE																						
Address1	123 Smith Ave.	Address 2		City	New York																						
State	NJ	Zip	07000	Phone	201-596-8000																						
Date	Comments	Attached Files																									
2/20/2000	Meeting with Tom	presentation.doc																									

Fig. 161

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM			
IP Inventory	Product Inventory	Marketing	Contracts/Agreements Searching/Reporting Contacts
Add/Edit Individual Contact			
Create Contacts View/Edit Contacts	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>
Individual Contact Events			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Add Event"/> <input type="button" value="Remove Event"/>			
<input type="button" value="Search"/> <input type="button" value="Cancel"/>			

Fig. 162

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM											
IP Inventory		Product Inventory		Marketing		Contracts/Agreements		Searching/Reporting		Contacts	
		View Contact									
Create Contacts		Company Name <u>Company Name</u>									
View/Edit Contacts		BellSouth Sub-entity Entity									
		Type <u>IP Group</u>									
		<u>Events</u>									
		<u>Date</u>		<u>Comments</u>		<u>Attached Files</u>					
		<u>Contacts</u>									
		<u>Name</u>		<u>Title</u>		<u>Address1</u>		<u>Address2</u>		<u>City</u>	
										<u>State</u>	
										<u>Zip</u>	
										<u>Phone</u>	
										<u>Comments</u>	
		<input type="button" value="Edit"/>									

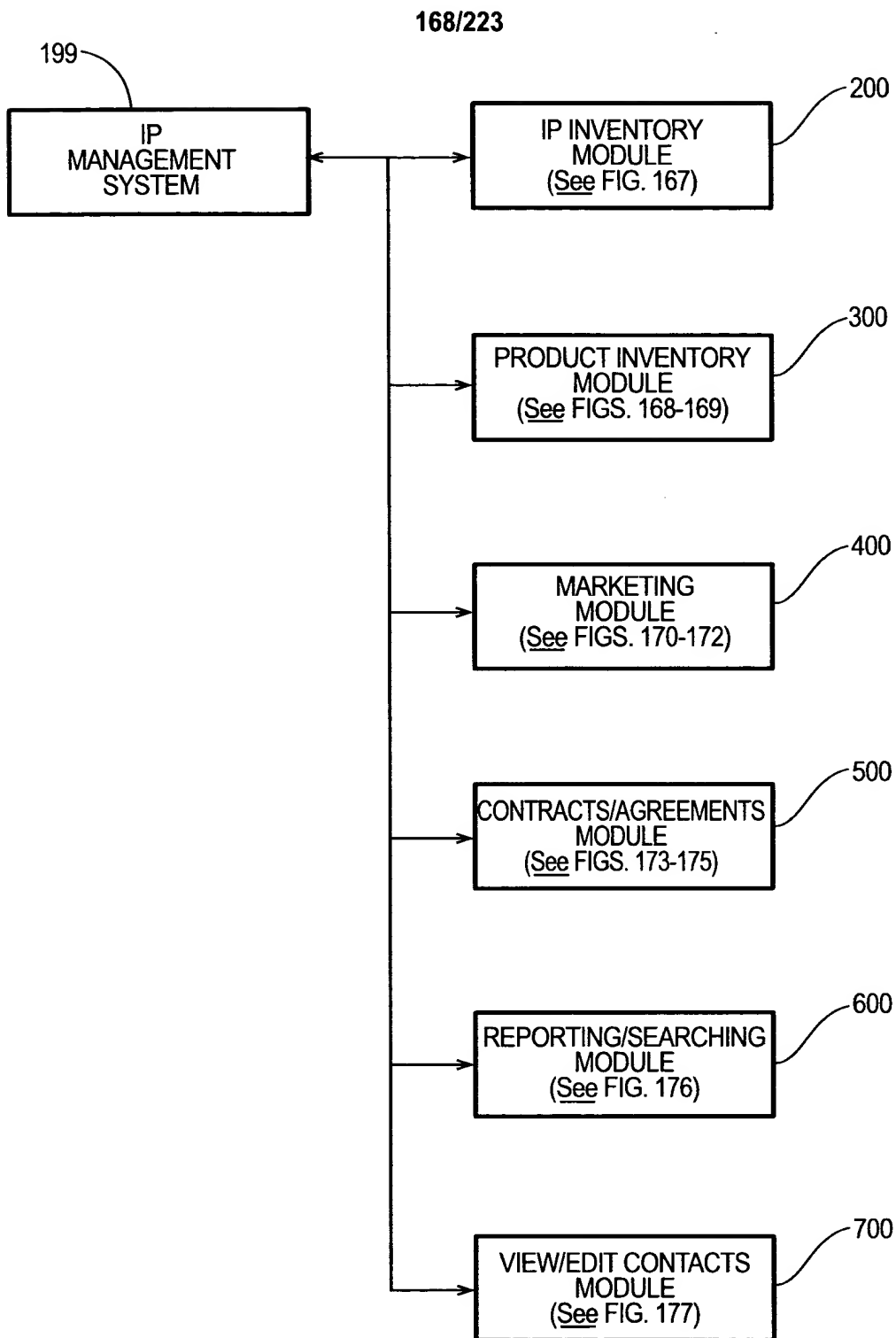
Fig. 163

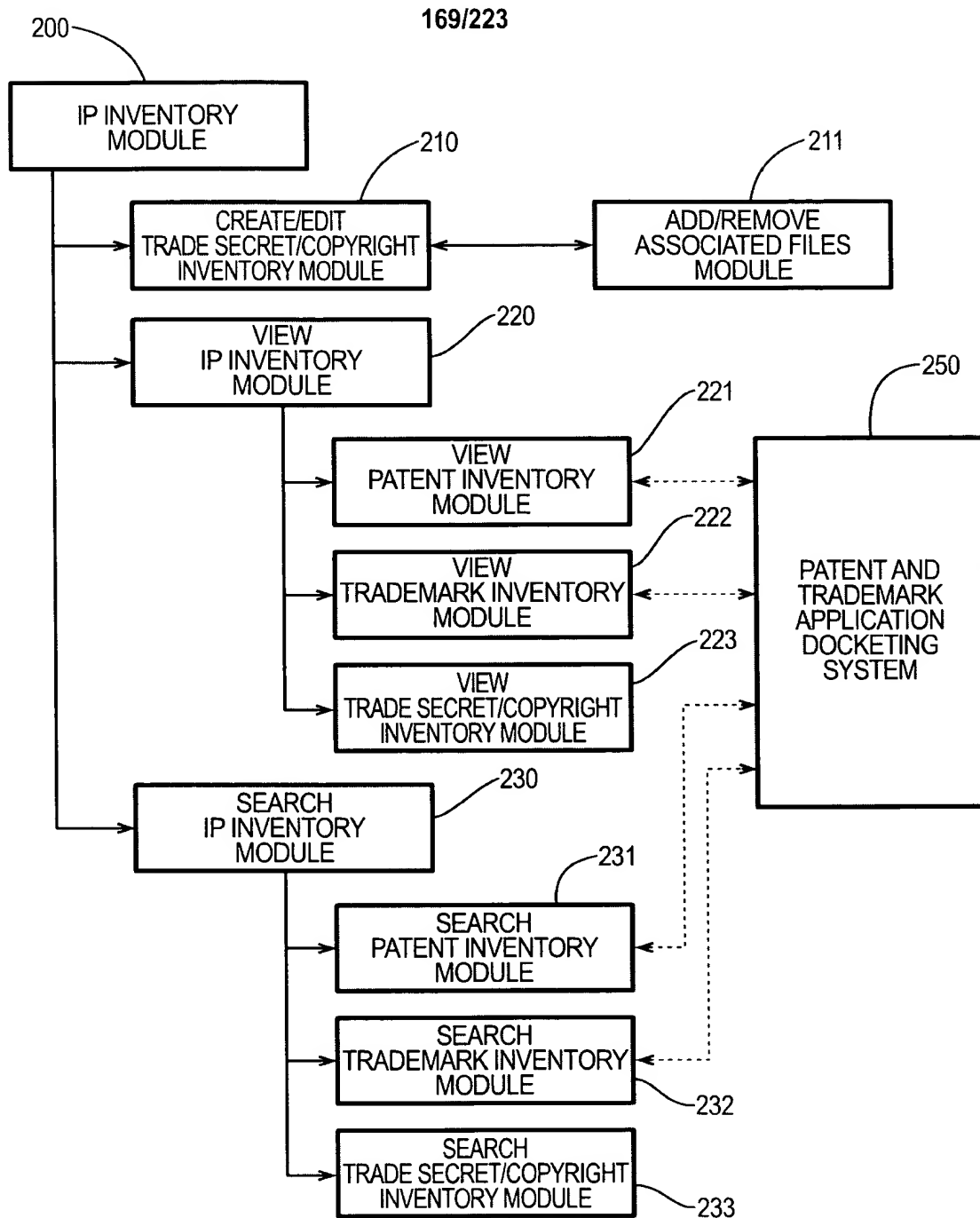
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM											
IP Inventory	Product Inventory	Marketing	Contracts/Agreements	Searching/Reporting	Contacts						
Add/Edit Contact											
Create Contacts		<div>Company Name <input type="text"/></div> <div>BellSouth Sub-entity Entity <input type="text"/></div> <div>Type <input type="text"/> IP Group <input type="text"/></div> <div>Events</div> <table><tr><td>Date</td><td>Comments</td><td>Attached Files</td></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table> <div><div>Add Event</div><div>Remove Event</div></div>				Date	Comments	Attached Files	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date	Comments	Attached Files									
<input type="text"/>	<input type="text"/>	<input type="text"/>									
View/Edit Contacts		<div>Contacts</div>									

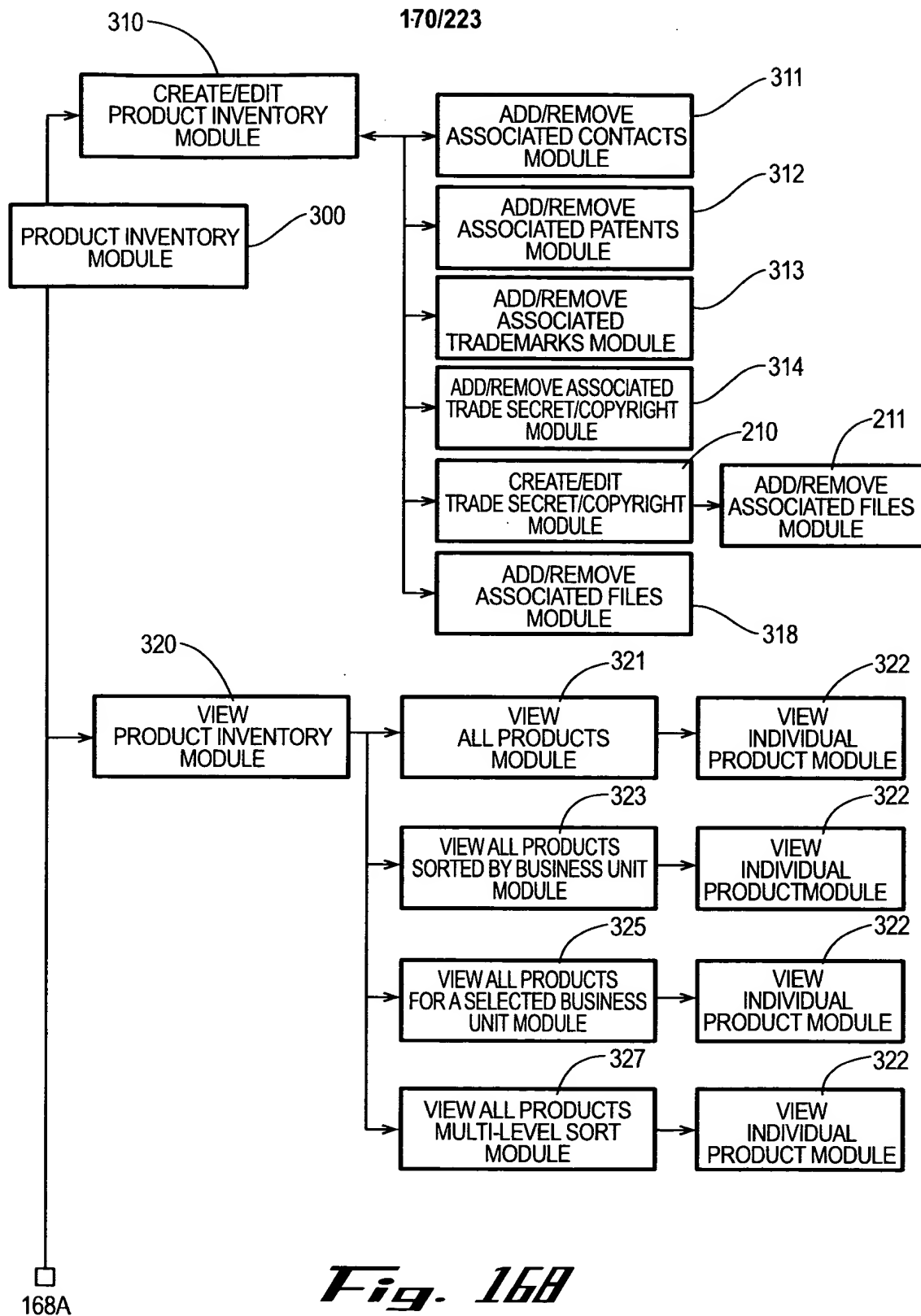
Fig. 164

Contacts						
Name	Title	Address1	Address2	City	State	Country Zip Phone Comments
<input type="button" value="Add Contact"/>				<input type="button" value="Remove Contact"/>		
<hr/>						
<input type="button" value="Submit"/>		<input type="button" value="Cancel"/>				

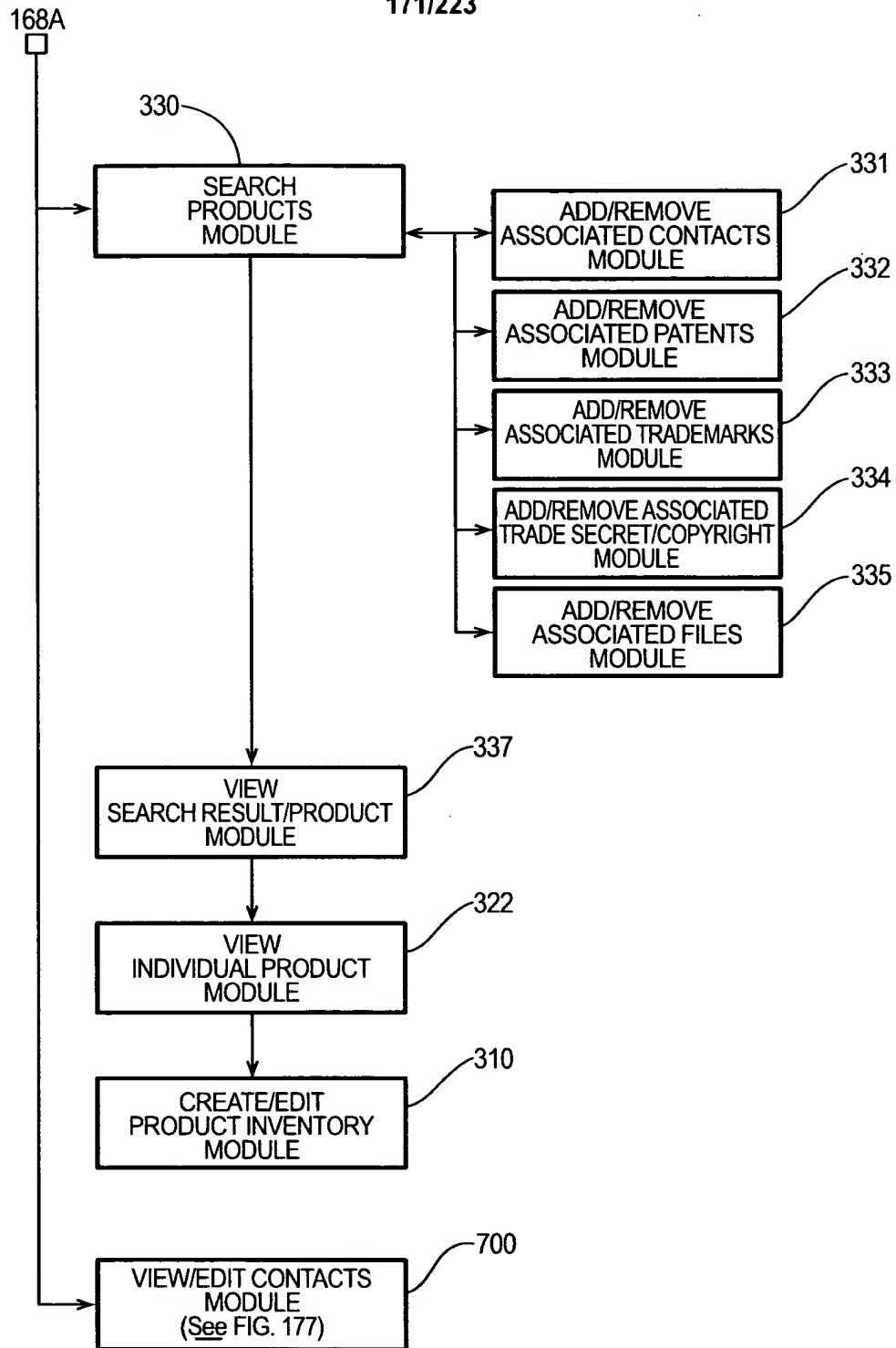
Fig. 165

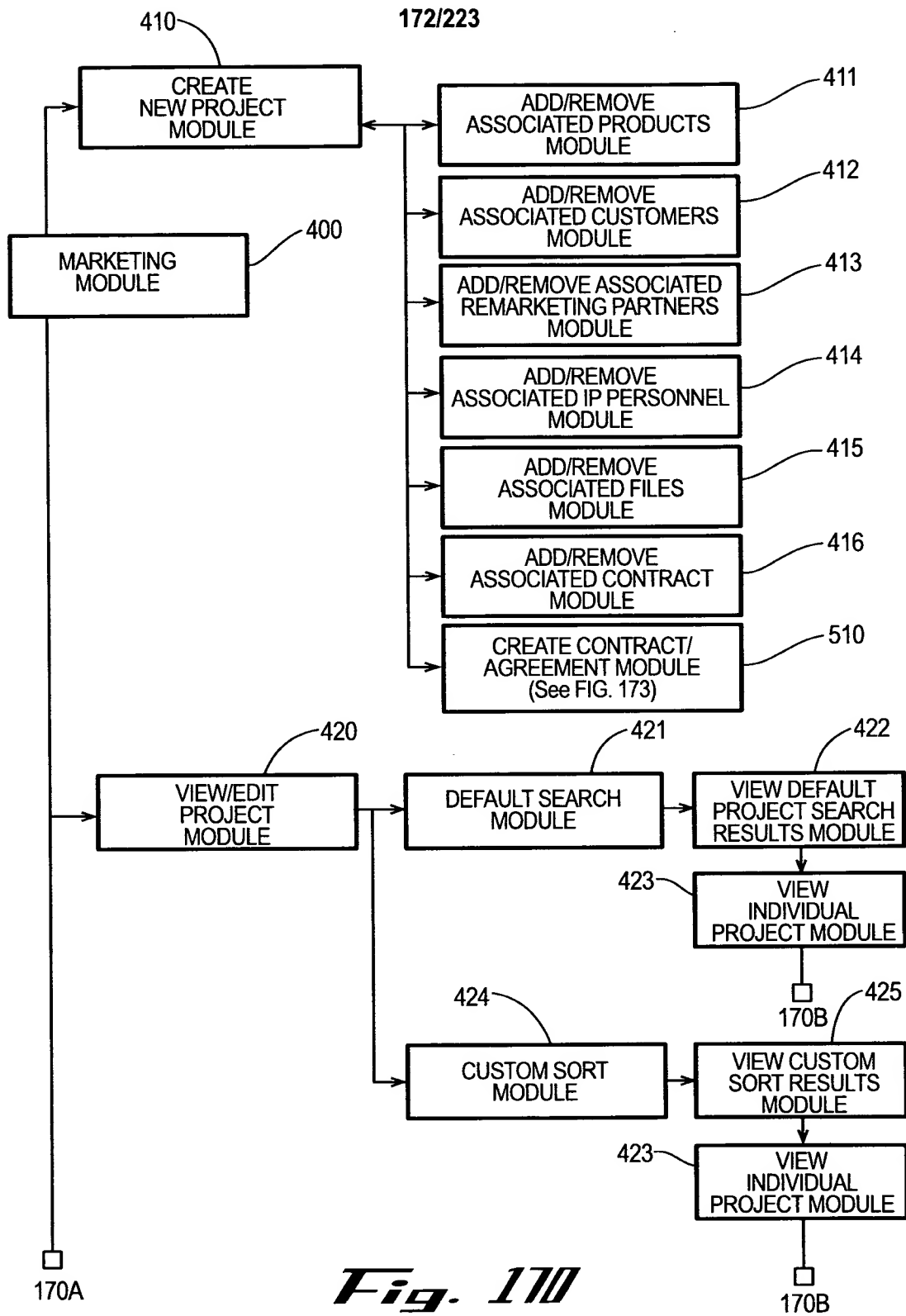
***Fig. 166***

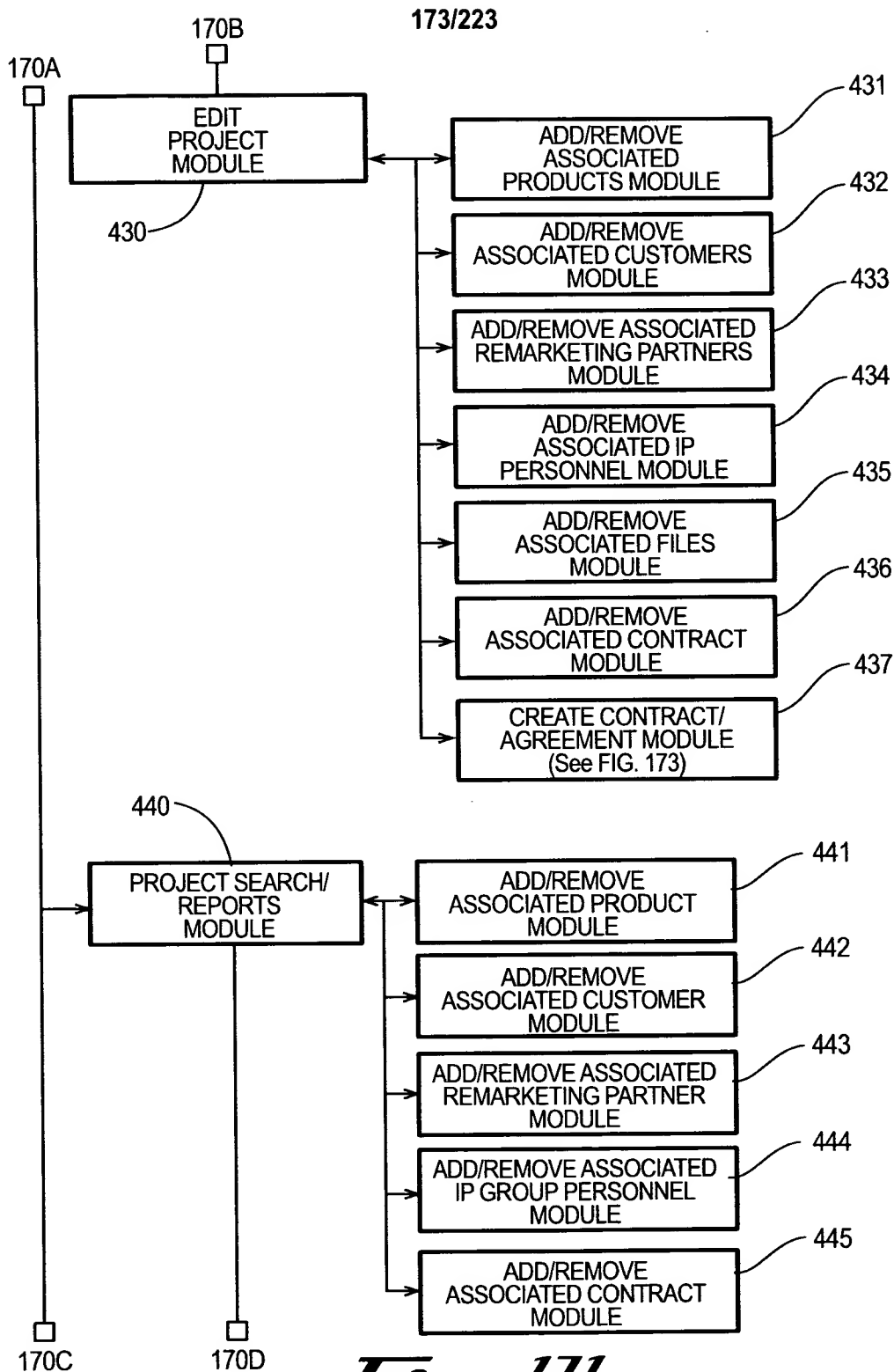
*Fig. 167*

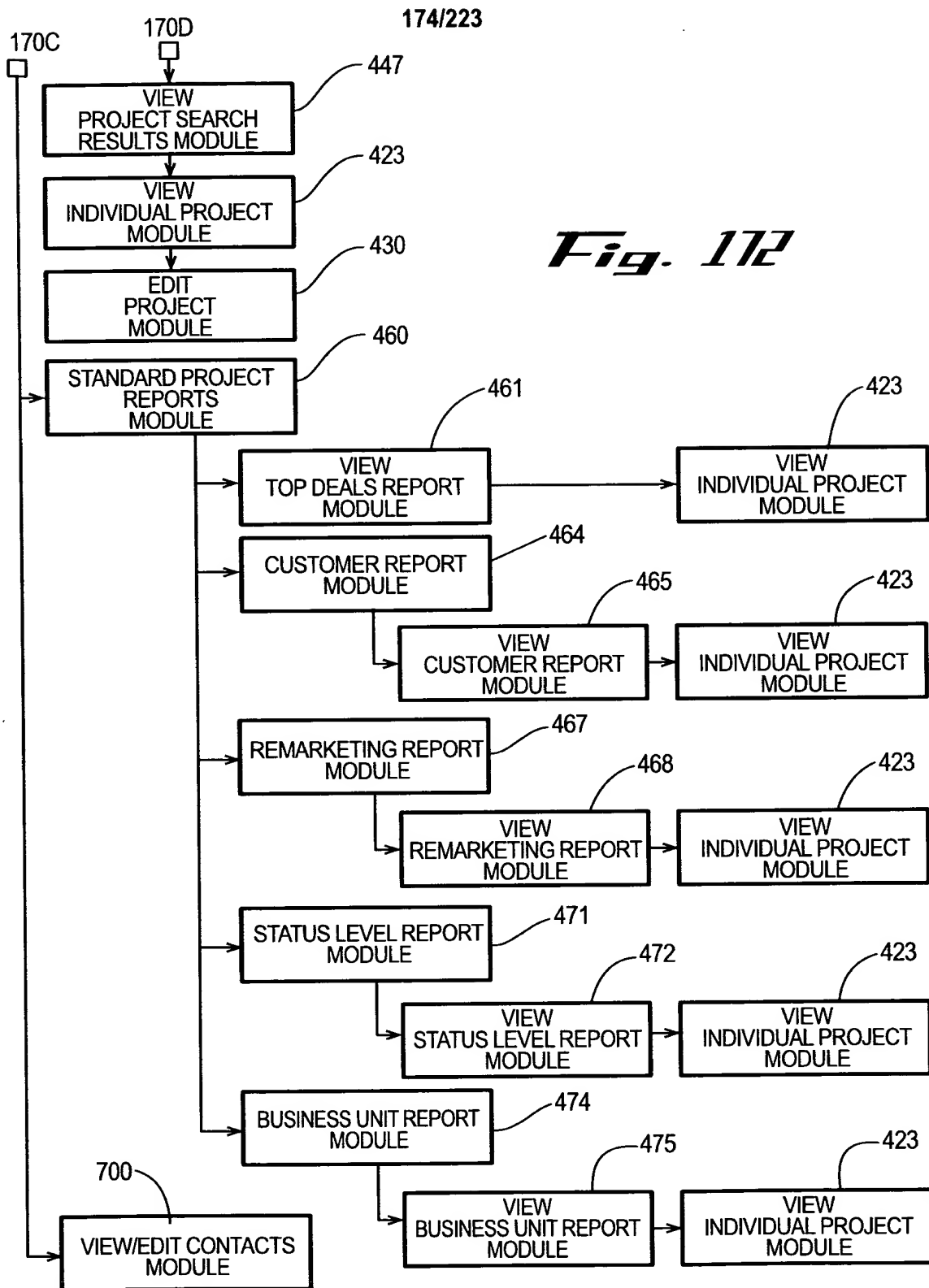


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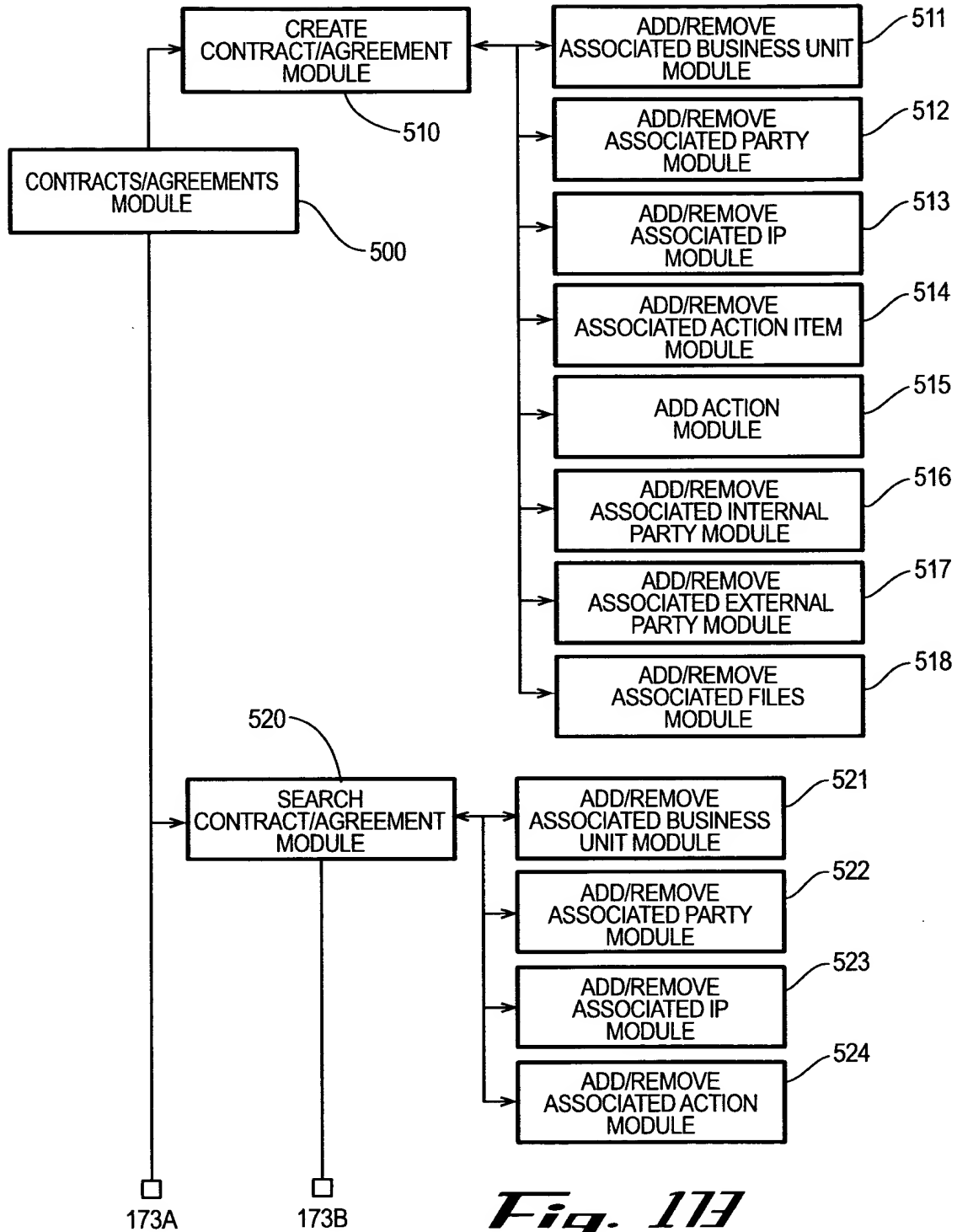
**Fig. 169**



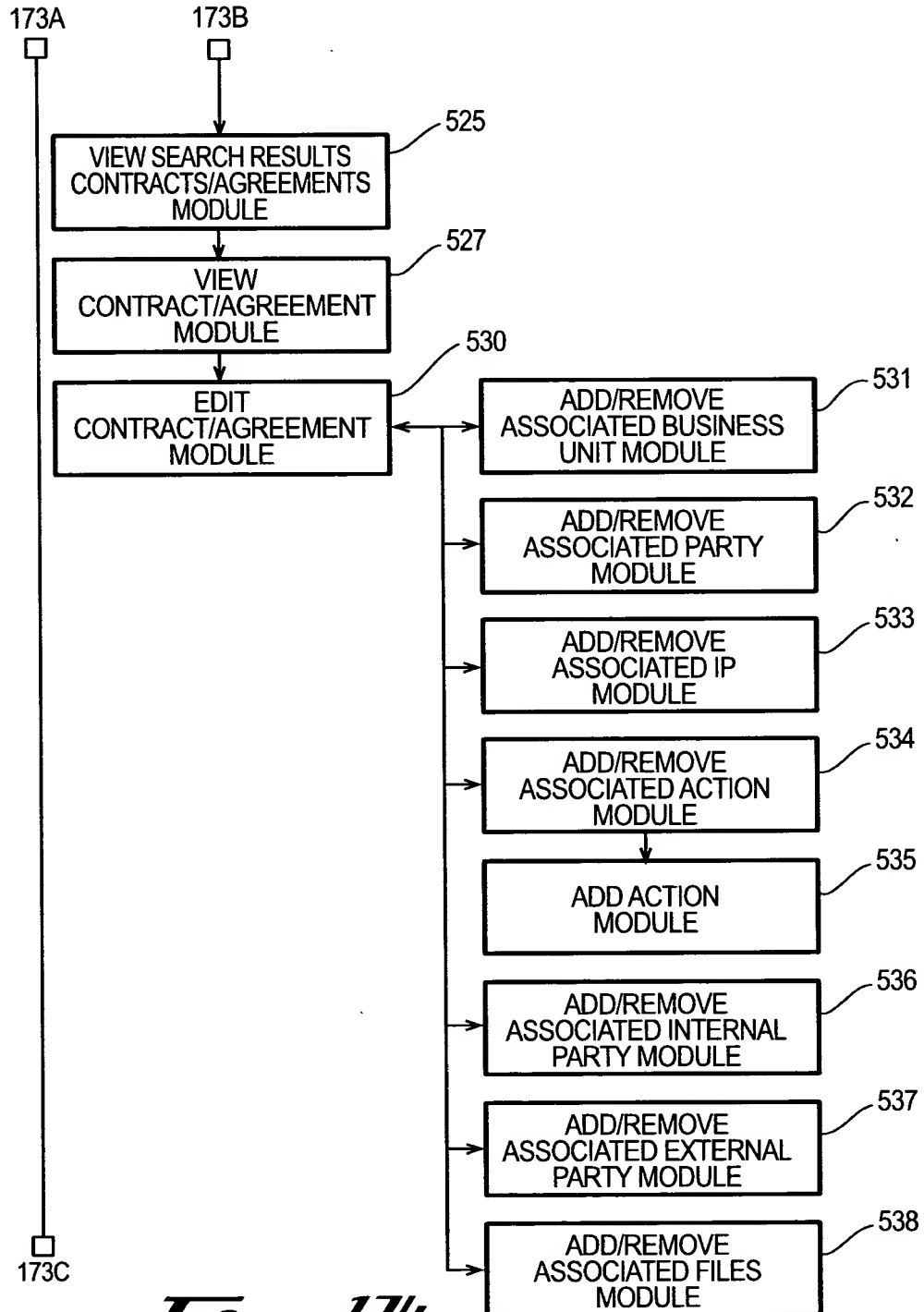
**Fig. 111**

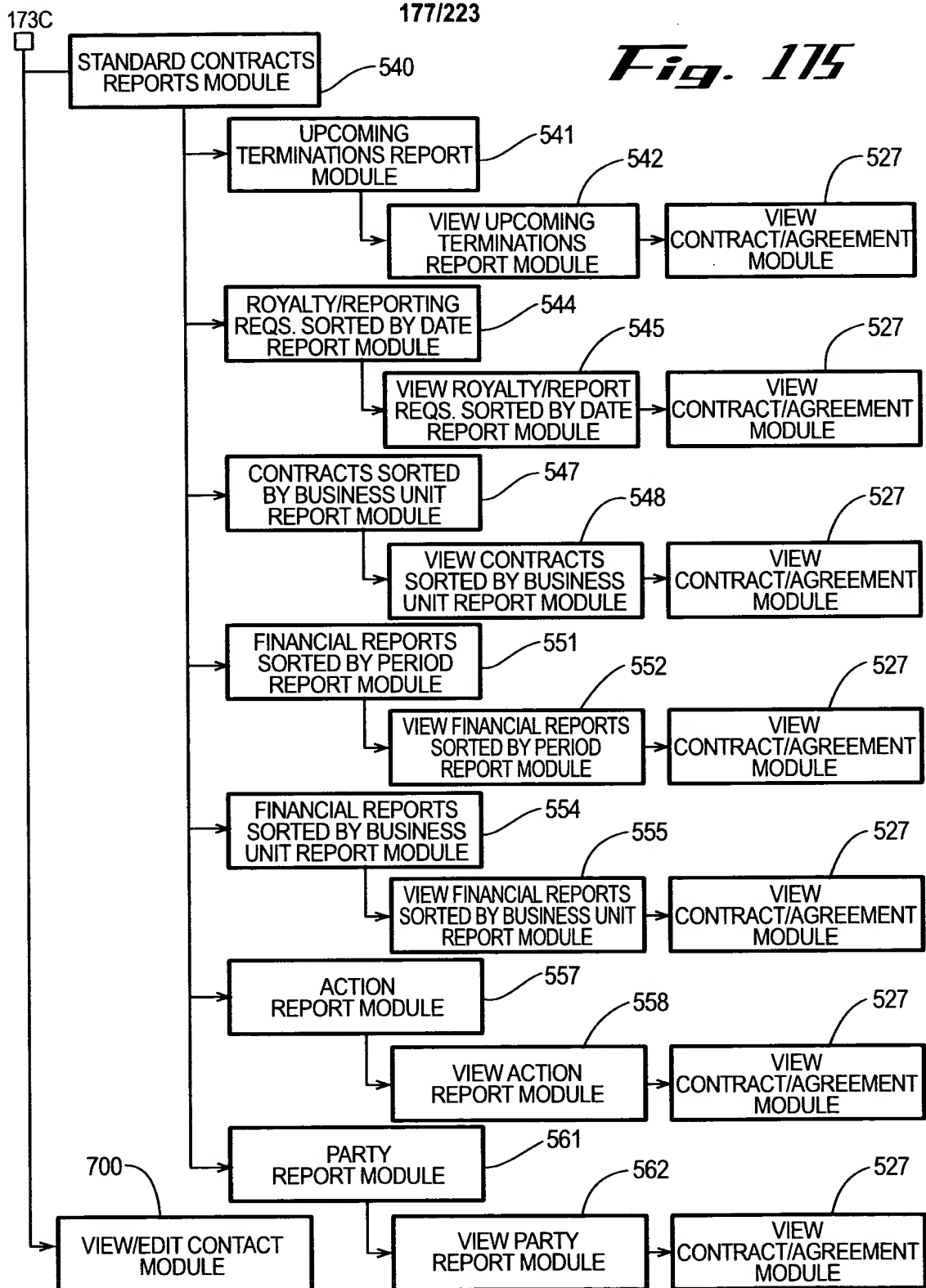


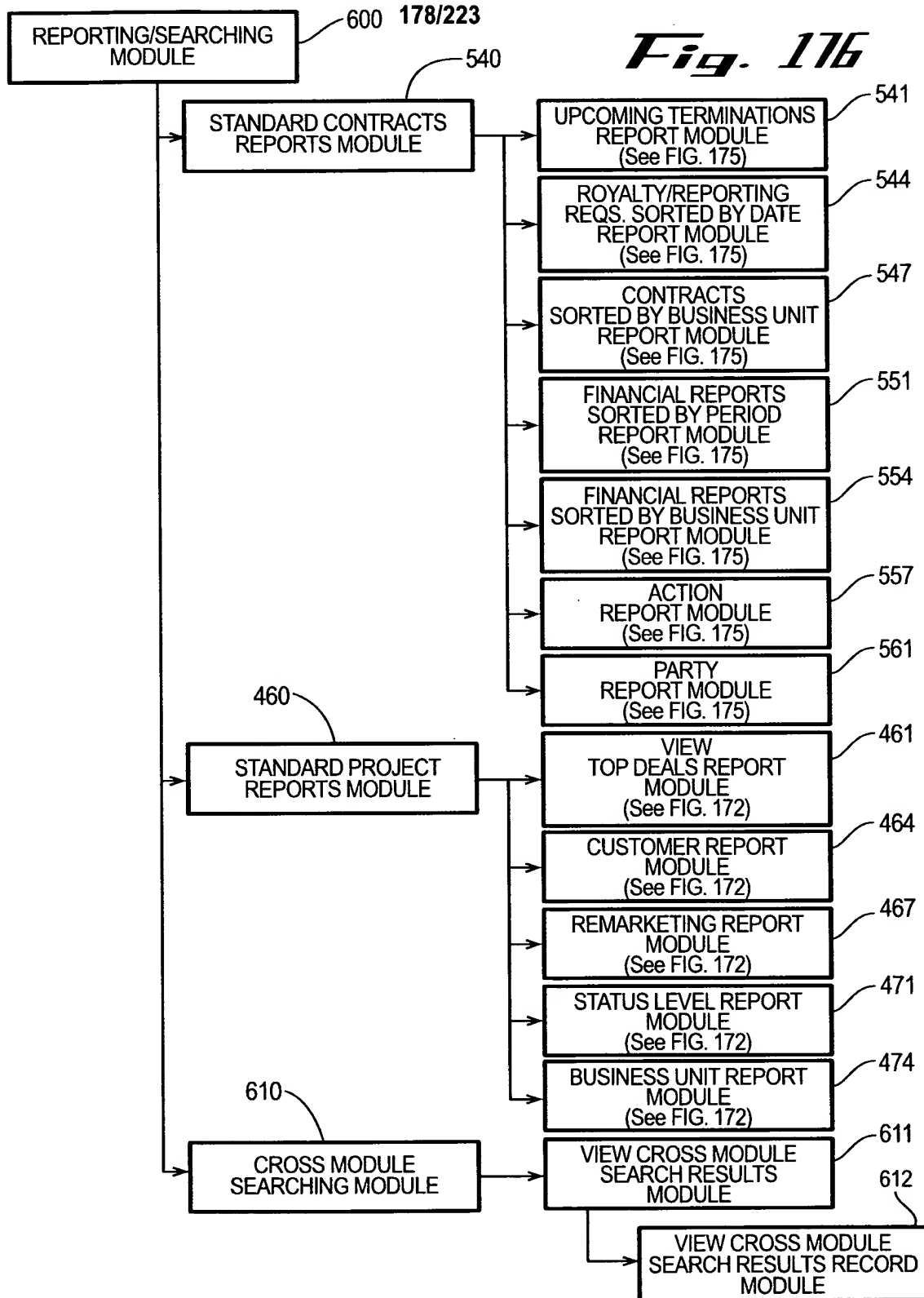
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*Fig. 113*

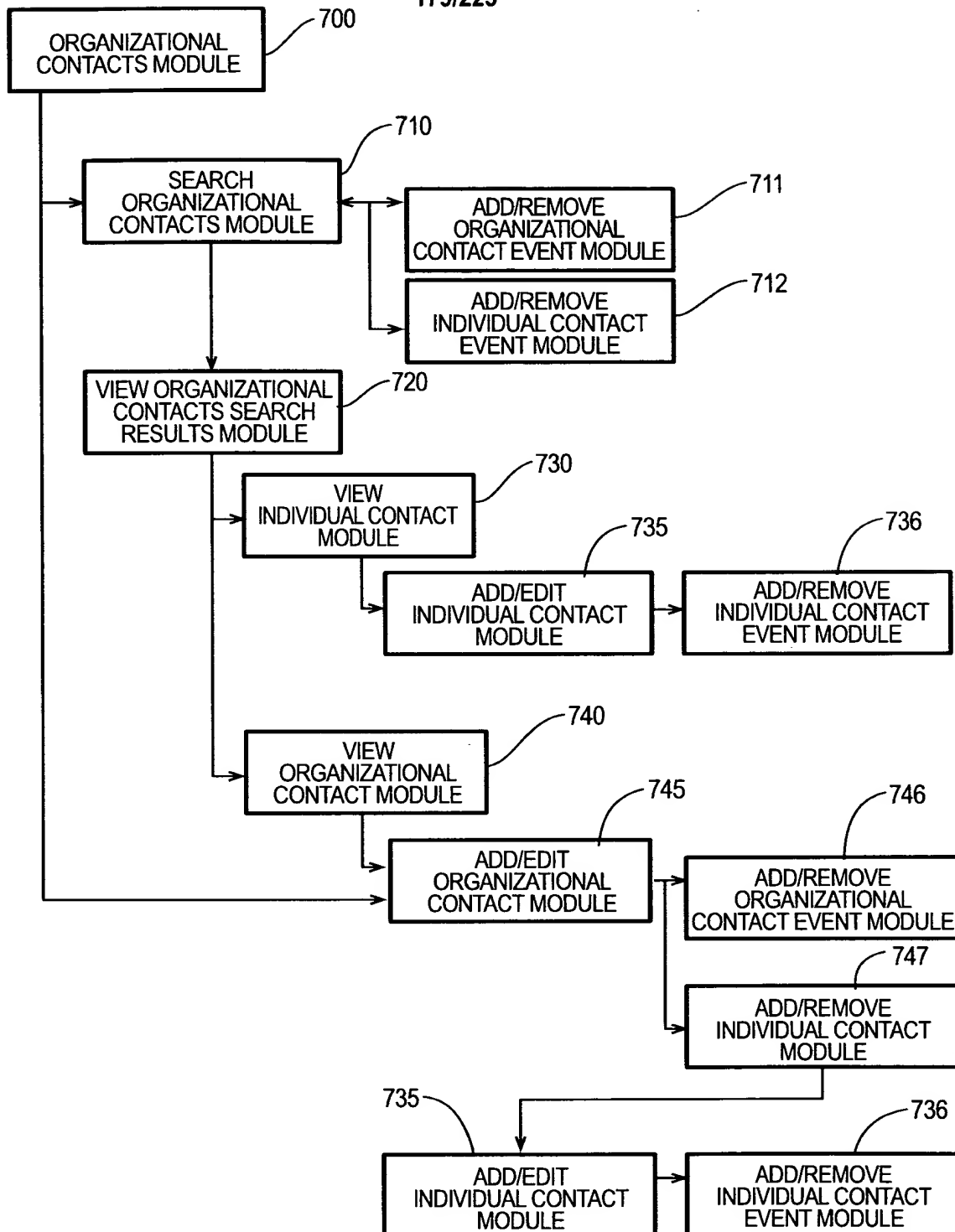
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**Fig. 174**

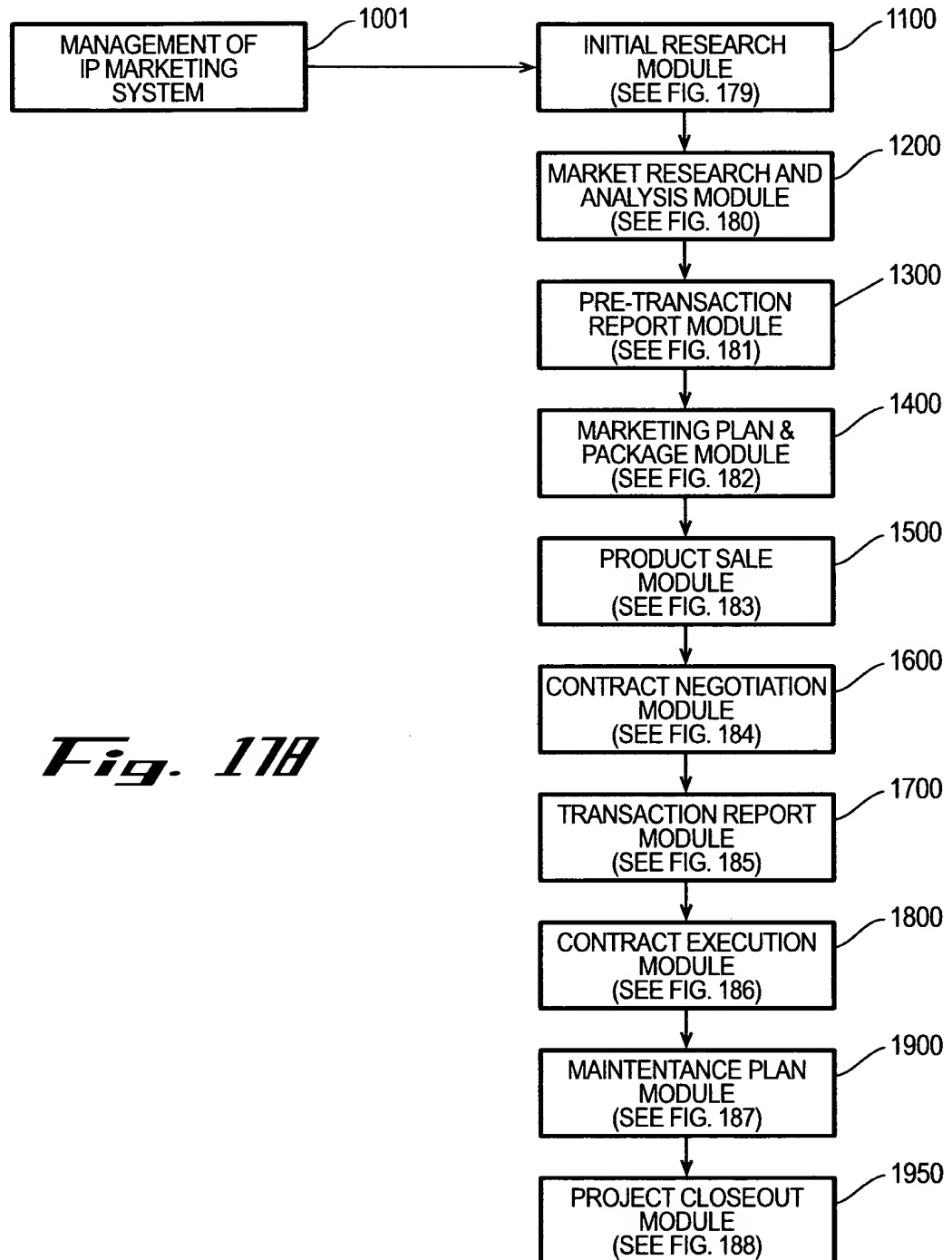


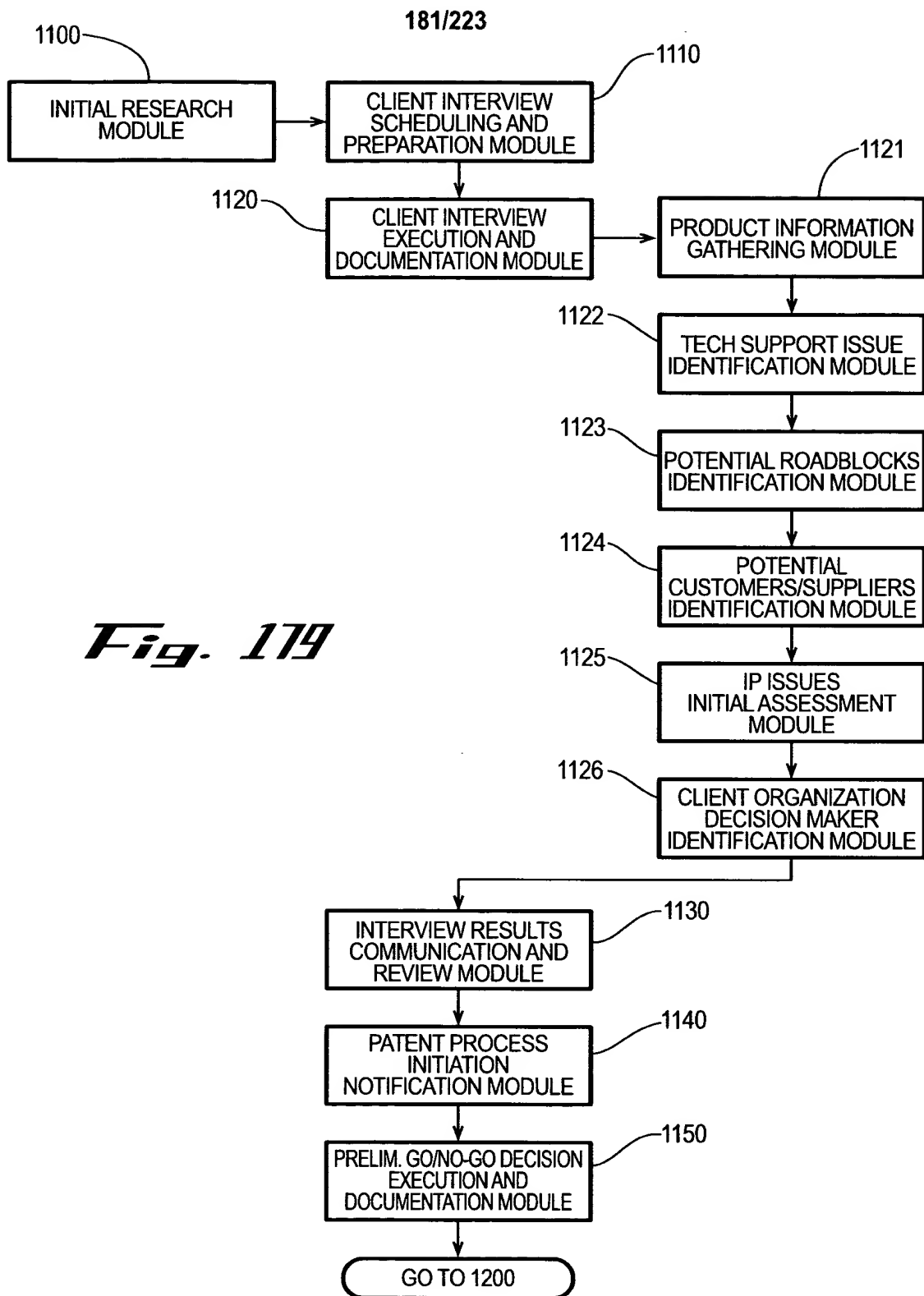


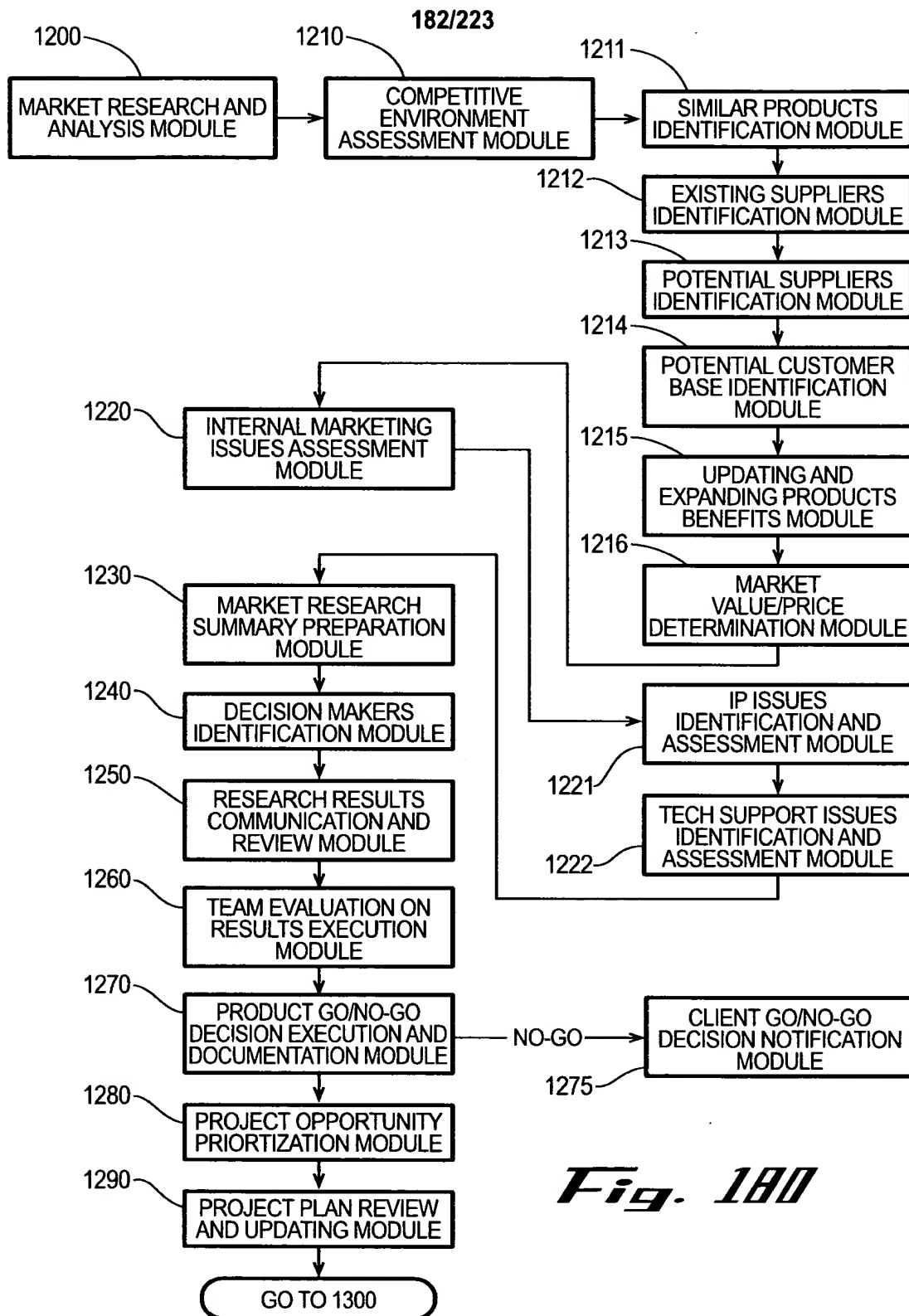
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**Fig. 111**

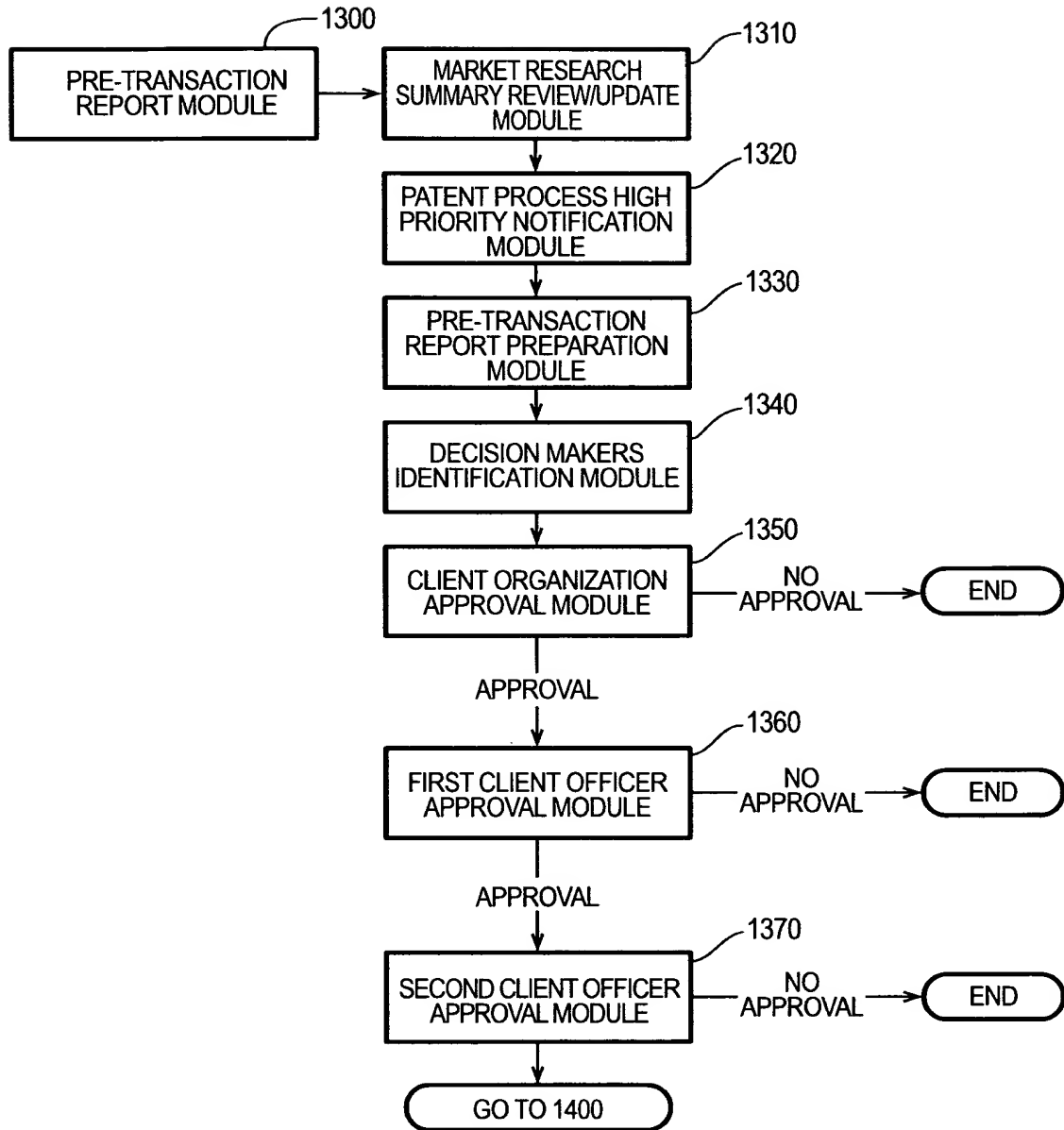
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*Fig. 17A*

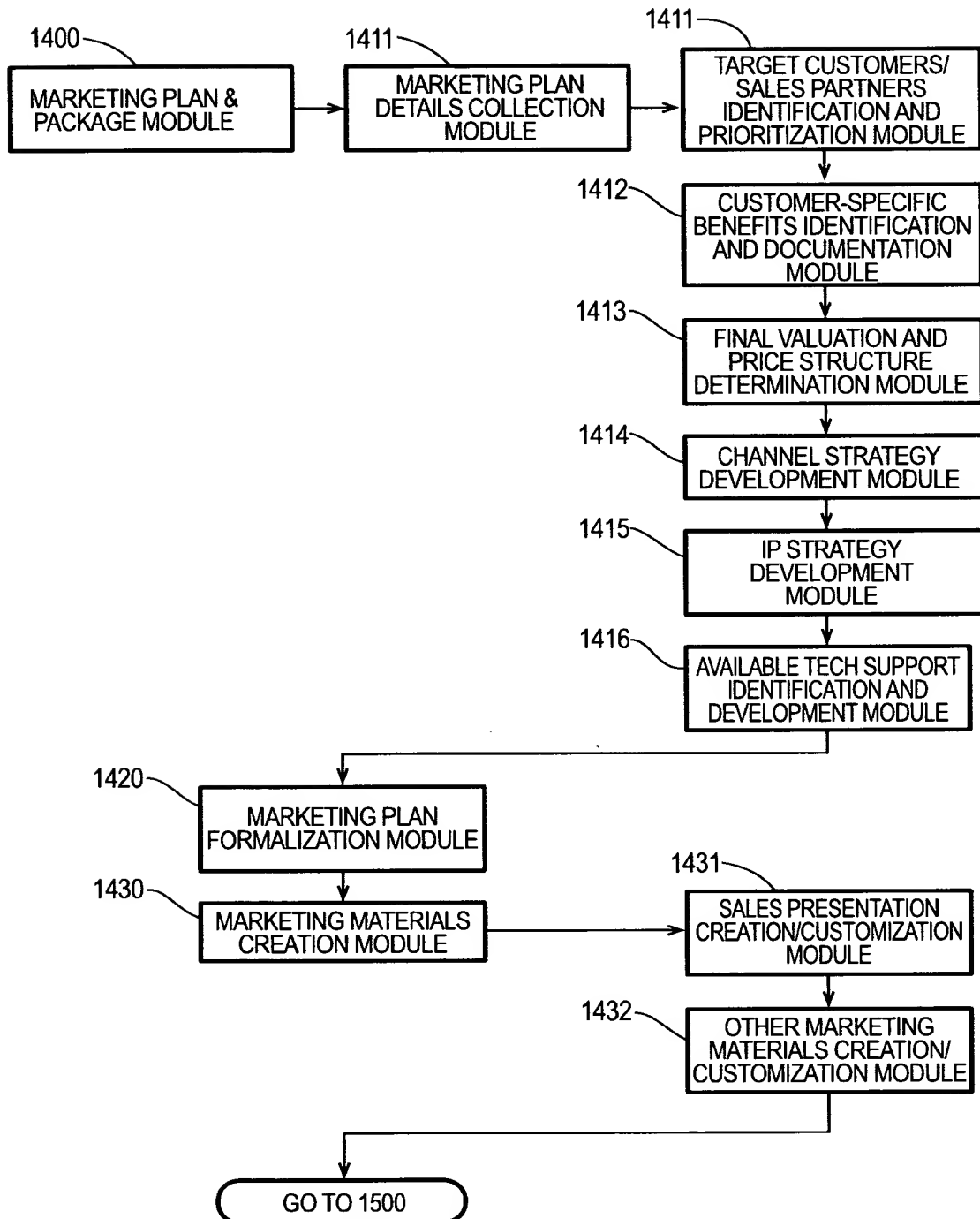


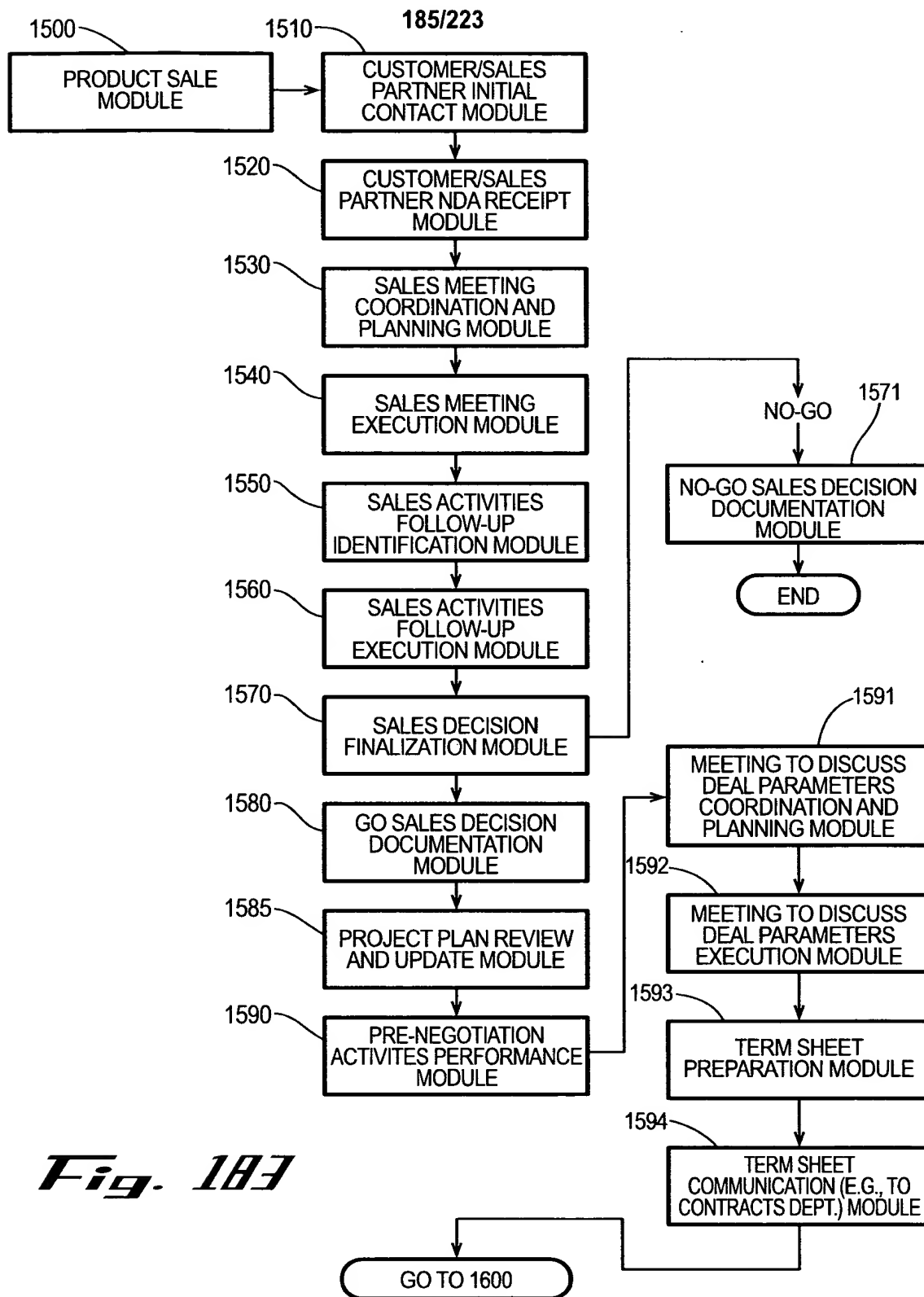
**Fig. 180**

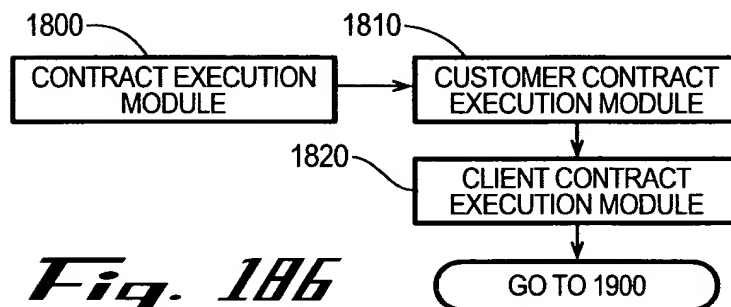
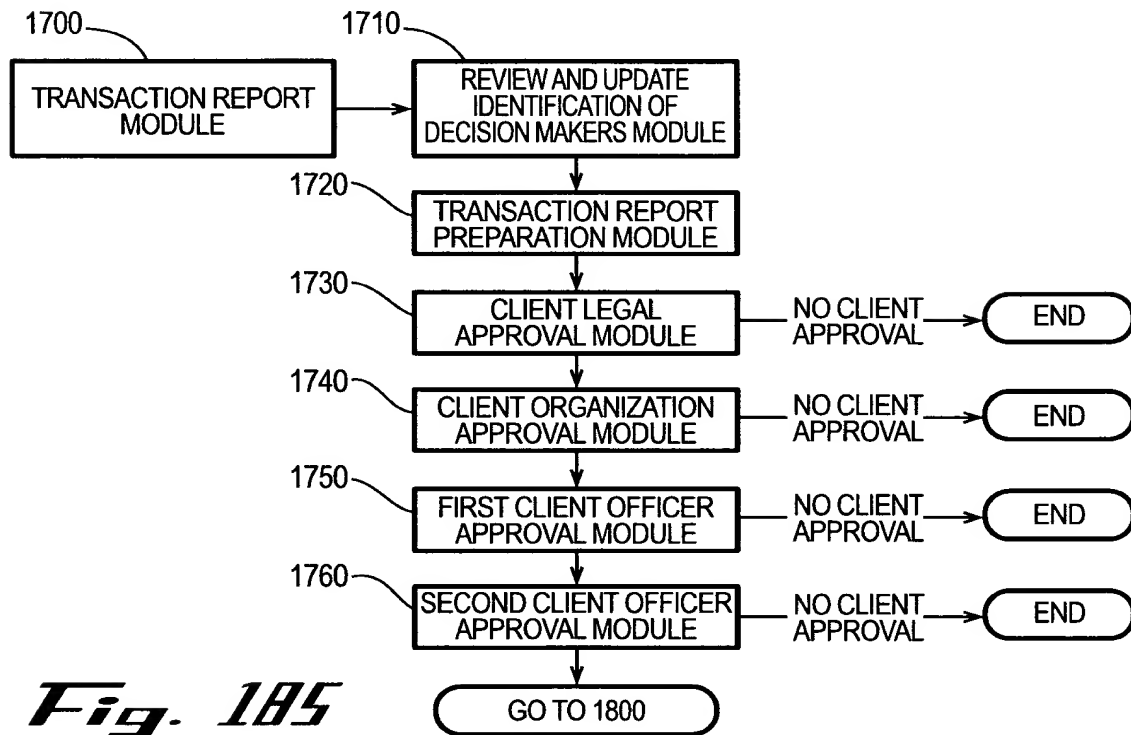
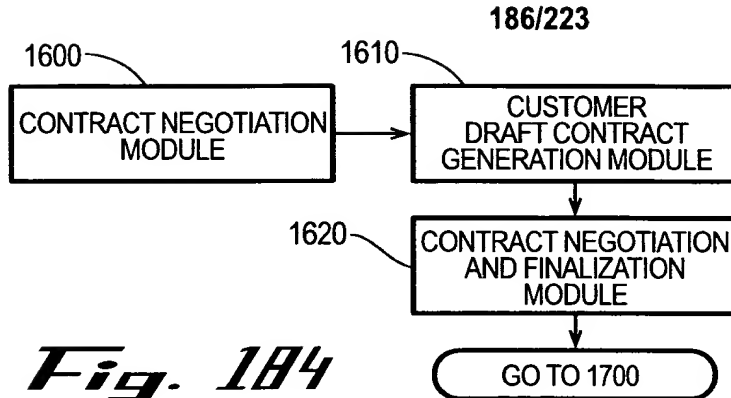
183/223

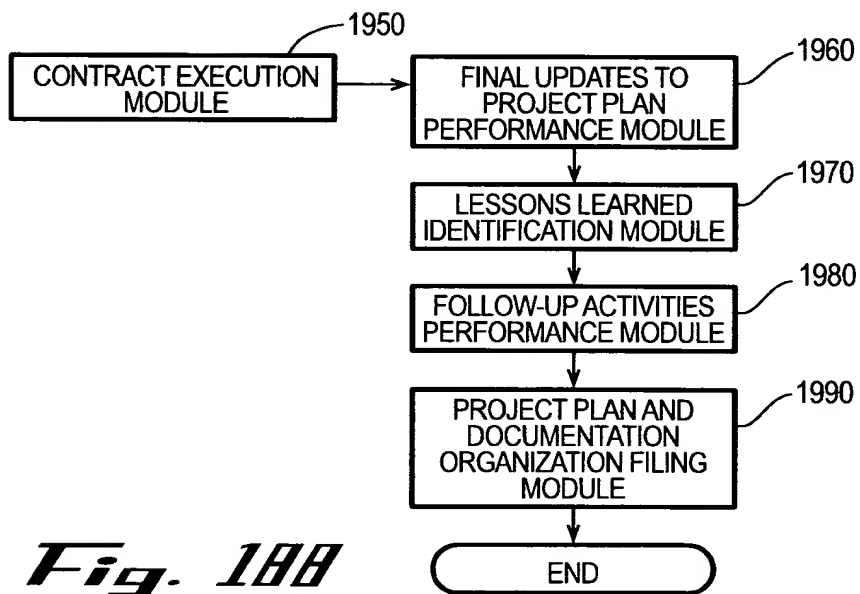
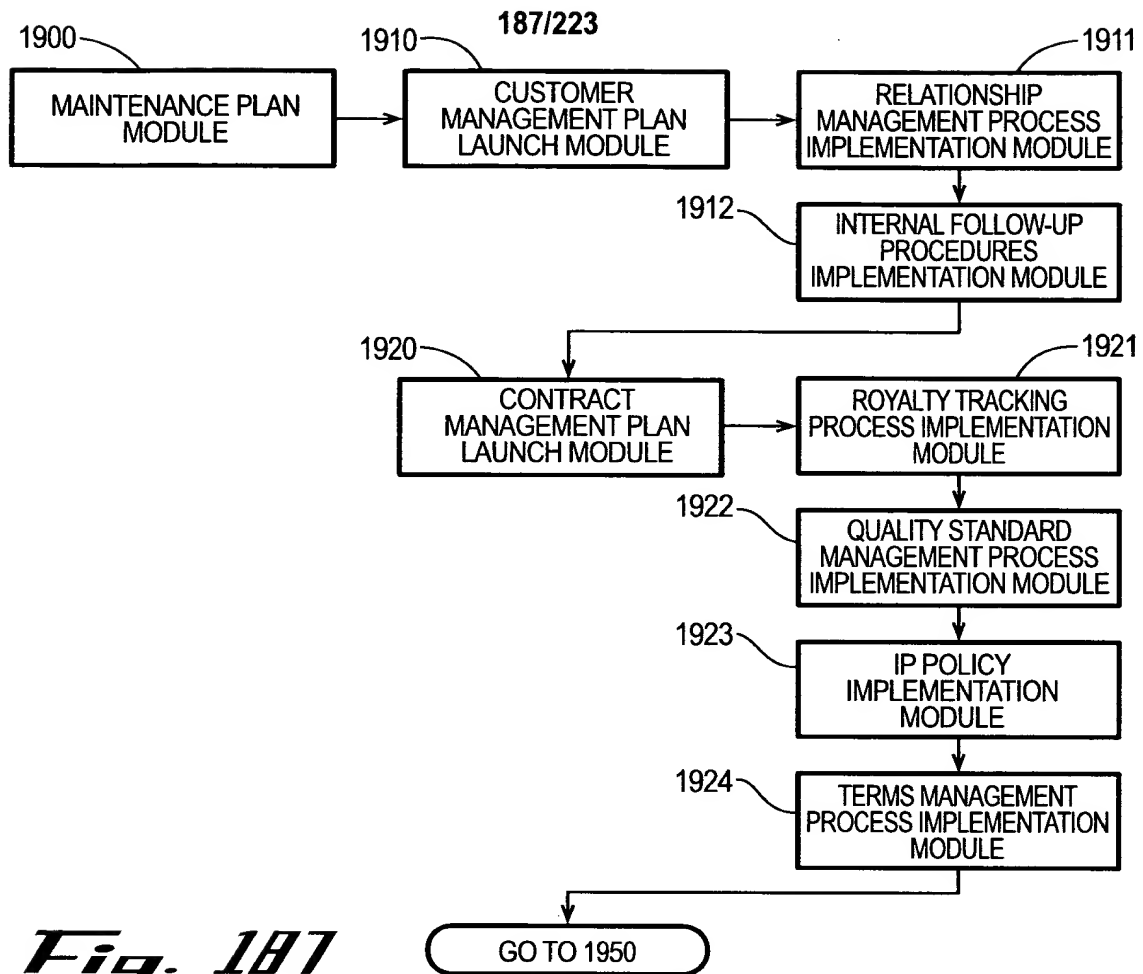
***Fig. 181***

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*Fig. 182*







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Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
1		1 Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr	
13		2 Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst	
31		3 Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr	
39		4 Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep	
51	◆◆	5 Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep	
66		6 Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr	
69		7 Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr	
78		8 Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr	
79		9 Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep	
88	◆◆	10 Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead	
Project Template; Draft - Mon 3/27/00											
											Page 1 of 2

Fig. 189

Project Template Project Plan	
51 Sell product At this point, duplicate project plan for each target customer for the specified product. 88 Close out project Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.	
Project Template, Draft - Mon 3/27/00	Page 2 of 2

Fig. 190

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Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
1	1	Conduct Initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr	
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr	
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr	
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No	Product Mgr	
11	1.4	Notify IPMAN to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr	
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr	
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/12/00			0%	No	Mkt Analyst	
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mkt Analyst	
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mkt Analyst	
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mkt Analyst	
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mkt Analyst	
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mkt Analyst	
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mkt Analyst	
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mkt Analyst	
21	2.2	Assess Internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr	
22	2.2.1	ID & assess IP Issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	
Project Template, Draft - Mon 3/27/00											Page 1 of 6

Fig. 191

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Project Template Project Plan										
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	26	0%	Yes	Mktg Analyst
25	2.4	Id decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Mon 1/18/00	24,25	27	0%	No	Mktg Analyst
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr
28	2.7	Make & document product go/no-go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,33,32,31,4	0%	Yes	Product Mgr
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst
33	3.2	Notify IP/MAN of potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr
34	3.3	Prepare PTE	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr
35	3.4	Id decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	27	0%	Yes	Product Mgr
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr
38	3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep
Project Template, Draft - Mon 3/27/00										Page 2 of 6

Fig. 142

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Project Template Project Plan										
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
47	4.2	Formalize marketing plan	5 days	Mon 1/3/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep
53	5.2	Obtain NDA from customer/sales partner	5 days	Thur 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep
54	5.3	Coordinate & plan sales meeting	10 days	Thur 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep
55	5.4	Conduct sales meeting	1 day	Thurs 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/12/00			0%	No	Contract Mgr
Project Template, Draft - Mon 3/27/00										Page 3 of 6

Fig. 193

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Project Template Project Plan											
ID	①	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
70		7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep
71	◇◇	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep
72		7.3	Obtain IP/MARK legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr
73		7.4	Obtain client organization approval	3 days	Mon 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr
74		7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr
75		7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr
76		8	Execute contract	3 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
77		8.1	Obtain customer contract signature	10 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr
78		8.2	Obtain IP/MARK contract signature	8 days	thur 8/3/00	Fri 8/4/00	77	80,83	0%	Yes	Contract Mgr
79		9	Set up maintenance plan	2 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
80		9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep
81		9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
82		9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
83		9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr
84		9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
85	◇	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
86		9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
87		9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
88	◇	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead
89	◇	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	90	0%	Yes	Project Lead
90	◇	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead
91	◇	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead
Project Template, Draft - Mon 3/27/00											Page 4 of 6

Fig. 194

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Project Template Project Plan	
<p>3 Conduct & document client interview If create interview form, can eliminate tasks 1.2.1 thru 1.2.6</p> <p>4 Gather product information Must Include product benefits, similar products, etc.</p> <p>5 ID tech support issues Type of support required? Tech transfer? Support partner? No support?</p> <p>8 Perform initial assessment of IP Issues Title and rights: 1. Ownership? 2. Protection? 3. Possible infringement?</p> <p>9 ID client organization decision makers Consider decision makers and needed officer buy-in.</p> <p>11 Notify IPMAN to begin patent process Potential checklist/form for interview process. If form, change task to "Provide Interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.</p> <p>12 Make & document prelim go/no-go decision Potential form to doc reasons for go/no-go.</p> <p>14 Assess competitive environment Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.</p> <p>22 ID & assess IP Issues Expanded investigation of any ownership, protection, potential infringement issues.</p> <p>24 Prepare market research summary Potential Score Card form. If so, indicate in task field.</p> <p>25 ID decision makers Verify that all key decision makers are identified</p> <p>28 Make & document product go/no go decision Potential form to doc reasons for go/no go decision</p> <p>29 Prioritize project opportunity or notify client of no go decision Create scorecard to prioritize. Create form letter that thanks client and notifies of status of product.</p> <p>32 Review/update market research summary Potential form, Part 2 of Score Card, more market plan specific info.</p> <p>34 Prepare PTR No formal client interview but Product Manager will communicate with client regularly while preparing the PTR</p> <p>35 Id decision makers May require multiple client approvals. If so, add task for additional approve(s) - i.e. business unit and IT approval. If patent license, add task for owner approval.</p> <p>42 ID & document customer-specific benefits If form a checklist, can eliminate this task. May be considered part of marketing plan.</p> <p>43 Determine final valuation & price structure If form or checklist, can eliminate this task.</p>	
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Fig. 195

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Project Template Project Plan	
51	Sell product
52	At this point, duplicate project plan for each target customer for the specified product.
52	Make initial contact with customer(s)/sales partners
52	Must have signed PTR before initial contact with potential customer
53	Obtain NDA from customer/sales partner
53	Inbound NDA for receiving information and mutual NDA also available on h: drive
55	Conduct sales meeting
55	Including PowerPoint sales presentation
56	ID follow-up sales activities
56	May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!
58	Finalize sales decision
58	Resource for this task is actually the customer.
63	Conduct meeting to discuss deal parameters
63	Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.
68	Negotiate and finalize contract
68	Could be multiple drafts and result in additional meetings between IPMARK and customer, Includes obtaining all necessary approvals
71	Prepare TR
71	If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.
85	Implement quality standard management process
85	Follow up with new customer/sales partner for samples of products to check for product quality.
88	Close out project
88	Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
89	Perform final updates to project plan
89	Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and
90	project plan efficiency to allow for process improvement.
90	Identify lessons learned & perform follow-up activities
91	Follow-up could include analyzing project effectiveness and updating generic plan
91	Organize & file project plan & documentation
91	Final project plan should be part of project documentation. Need to develop checklist for keep/hot keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.
Project Template, Draft - Mon 3/27/00	
Page 6 of 6	

Fig. 196

REPLACEMENT SHEET

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Client Interview questionnaire (task 1.2)

(Completion Date: _____)

1. Gather project information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

Fig. 191

REPLACEMENT SHEET

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Assess competitive environment checklist (task 2.1)
(Duration: 4 days - Complete by: _____)

ID similar products	_____
ID existing suppliers	_____
ID potential suppliers	_____
ID potential customer base	_____
Update & expand project benefits	_____
Determine market value/price	_____

Assess Comp Envir.doc

Fig. 198

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Assess internal marketing issues checklist (task 2.2) (Addresses internal IP and Tech Support issues)

1. ID & assess IP issues
2. ID & assess tech support issues

Fig. 199

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INTELLECTUAL PROPERTY OUTMARKETING PRE-TRANSACTION REPORT			
Product/Project Name:			
Entity Requesting:			
Contacts (Entity Name, Phone Numbers, Email):			
Outmarketing Party(s) (Company, Address, State of Incorporation, Contacts, Phone Numbers):			
Intellectual Property Involved: (Patents, Trademarks, Trade Secrets, Software, etc.):			
Background of Deal (How Deal Developed, Summary of Intellectual Property Functionality/Uses, Deal Structure):			
Financial Analysis (Revenue to be Recognized, Cost Savings, etc.):			
Competitive Analysis (Worldwide, Outside US, US only, Outside 9 State Region, etc.):			
Status of Deal (Ready to Sign Up, Need Negotiation Assistance):			
Anticipated Timeline (Initial meeting, Demos, Sign Contract, etc.):			
_____, a _____ Corporation subsidiary, requests _____ IPMARK			
_____ on its behalf to enter into an intellectual property outmarketing agreement according to the above-described terms.			
Requestor	Entity/Dept.	Title	Date

Fig. 200

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<u>Marketing Plan checklist (task 4.1)</u>		
ID & prioritize target customer(s)/sales partners	_____
ID & document customer-specific benefits	_____
Determine final valuation & price structure	_____
Develop channel strategy	_____
Develop IP strategy	_____
ID & develop available tech support	_____
Formalize marketing plan	_____

Fig. 201

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NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of
 _____ [Entity], a corporation organized under the laws of _____ ("OWNER"), and
 _____, a corporation organized under the laws of _____
 (the "Company"), effective as of _____, 20____. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "representatives"), in the course of the performance of the Company's services for OWNER in connection with _____

_____ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the information made available after the execution of this Agreement.

3. Exclusions for Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

Fig. 202

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running directly or indirectly to OWNER; (iii) has been approved for release by a written authorization by OWNER; or (iv) is independently developed by the Company without use directly or indirectly, of the information received from OWNER.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for OWNER in connection with the Project except with the prior written consent of OWNER or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the Information provided by OWNER in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interest of _____.

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive Information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally-requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify OWNER of such request or requirement prior to disclosure so that OWNER may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership: Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to OWNER all tangible materials containing or embodying the information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the information which may impair or be adverse to OWNER's ownership thereof.

PRIVATE/PROPRIETARY/LOCK

Fig. 203

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8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that OWNER shall be entitled to seek injunctive or other equitable relief to remedy or Forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase or services by OWNER. None of the Information which may be disclosed by OWNER shall constitute any representation, warranty, assurance, guarantee or inducement by OWNER to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate OWNER to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate, provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by OWNER in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of OWNER's affiliated companies or by any company, person or other entity participating with OWNER in any consortium, partnership, joint venture or

PRIVATE/PROPRIETARY/LOCK

Fig. 204

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by OWNER shall be deemed to constitute Information under this Agreement, and the rights of OWNER under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNER:

Company:

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

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Fig. 205

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Product Name

License Agreement Term Sheet

Definitions

What is licensed?

Specs of the Software (exhibit)

Definition/description?

Delivery, testing and acceptance

How should this work?

Grant and Scope of License

Exclusive? Non-exclusive? Etc.?

Term and Limitations on Use and reproduction

What can partnership do with it?

Sublicensing and transfer limitations

Pricing Terms

Royalties? Buy? Savings?

Acct and audit rights

As stated in the partnership agmt?

Sales and Property tax liability

Who liable?

Trade secret protection/Confidentiality terms

Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

Fig. 206

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Title to original software and owner infringement reps
Positive stmt of ownership-will we indemnify the partnership?

Ownership of mods enhancement and additions
Who owns?

Source code inclusion/exclusion and protection
Must source be disclosed to partnership?

Training and documentation req's
Any?

Protection of Trademarks
Partnership must honor OWNER's marks

SW maintenance and technical support obligations

Vendor warranty obligations and scope

Limitation of liability and types of damages

Vendor indemnify and obligations in event of infringement

Dispute resolution provisions

Insurance terms (vendor on site?)

Assignment limitations

Std boilerplate (merger, written agmt, force majeure, etc)

Fig. 207

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INTELLECTUAL PROPERTY OUTMARKETING
TRANSACTION REPORT

INTELLECTUAL PROPERTY INVOLVED:

OUTMARKETING PARTY:

BUSINESS DEAL CONTACTS:

INTELLECTUAL PROPERTY CONTACTS:

ESTIMATED VALUE:

Up Front Savings
Revenues (Years) = _____

I. Executive Summary

II. Background

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III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

(1) Customers:

(2) Territory:

(3) Standardization:

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Fig. 209

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VI. Recommendation

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:	_____	_____
Printed Name:	_____	_____
Title:	_____	_____
Entity:	_____	_____
Date:	_____	_____

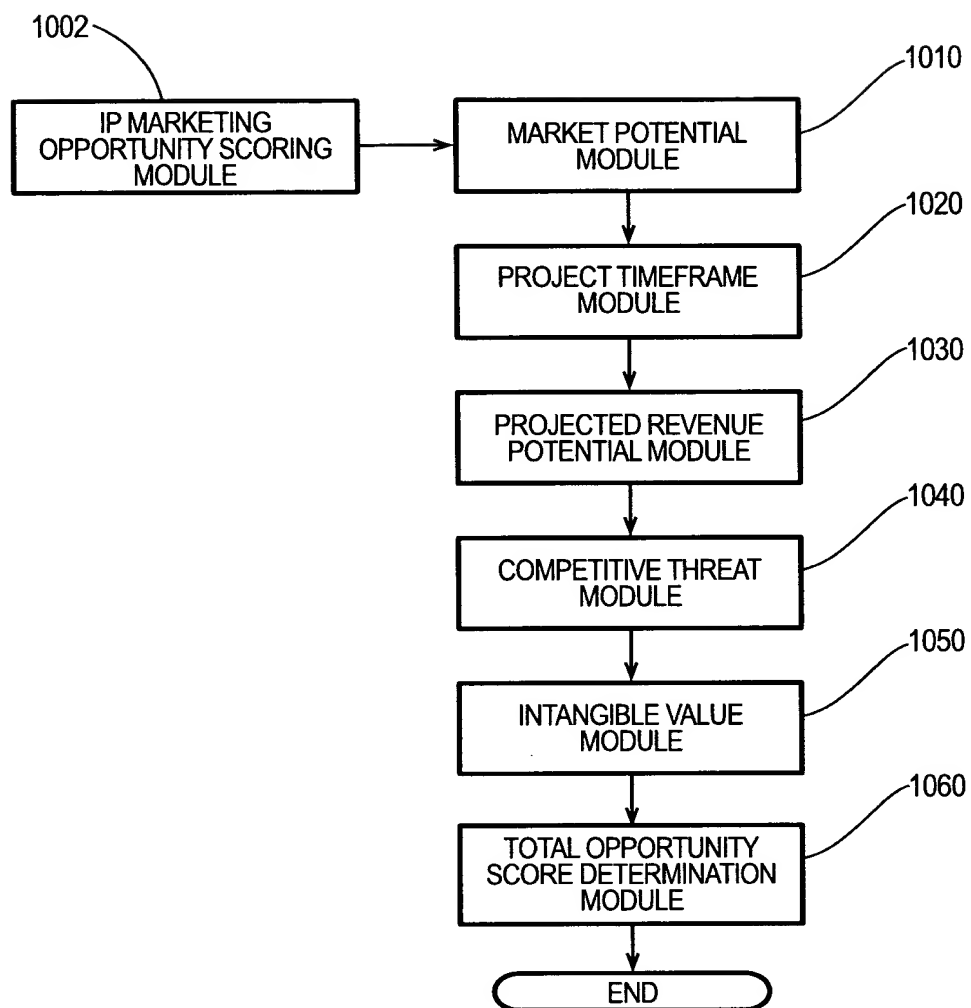
Fig. 211

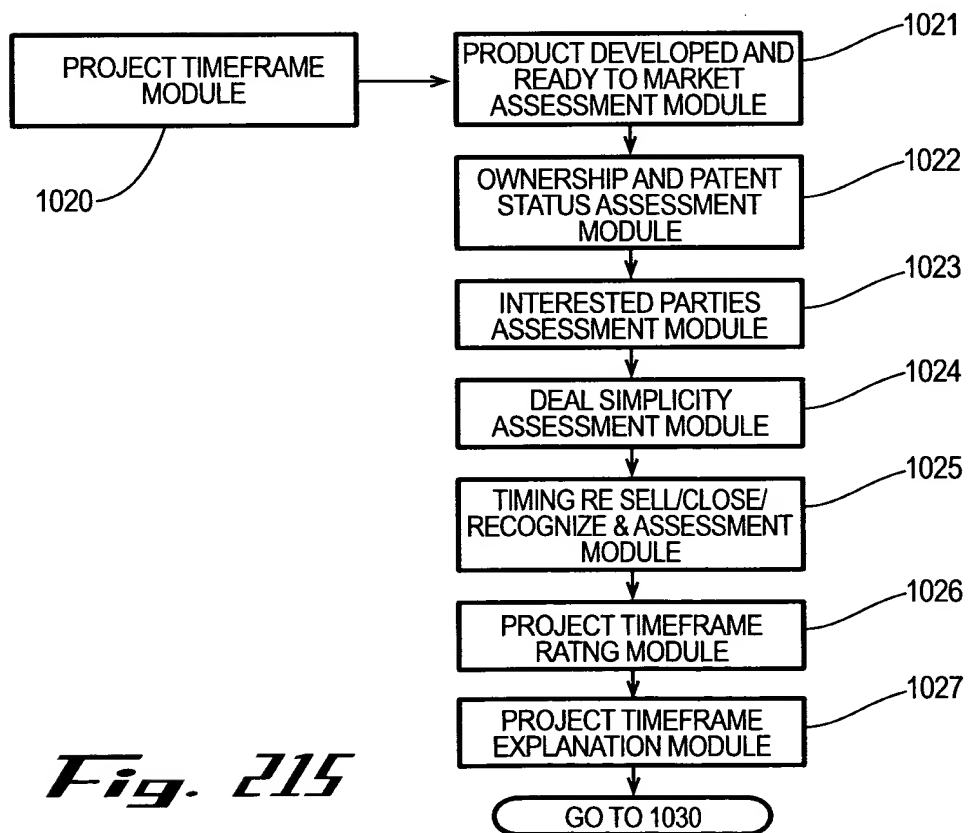
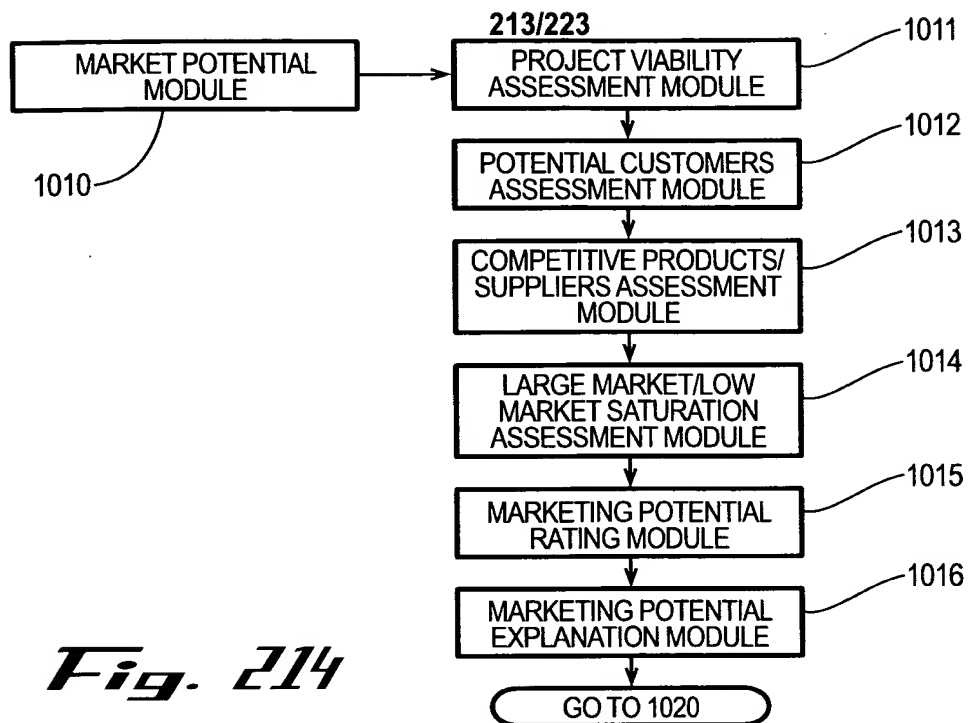
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Opportunity Score Card		
Scoring Date: _____	Scorer Initials: _____	Total Score:
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact:		IPMARK Primary Contact:
Name _____	Name _____	
Phone _____	Phone _____	
Score Card Key Factors	Scoring & Explanation	
1. MARKET POTENTIAL -Product viability (i.e. unique product, benefits, support/maintenance?) -Potential customers? -Few competitive products/suppliers? -Large market, low market saturation? <div style="display: flex; justify-content: space-between;"> High Low </div> <div style="display: flex; justify-content: space-between;"> Potential Potential </div> <div style="display: flex; justify-content: space-between;"> 10987654321 </div>	<div style="border: 1px solid black; padding: 5px; float: right; width: 150px;">Market Potential Rating:</div>	
2. PROJECT TIMEFRAME -Product developed & ready to market? -Ownership? Patent status? -Identified interested parties? -Deal simple or complex? -Anticipated time to sell/close/recognize\$? <div style="display: flex; justify-content: space-between;"> Today 6 12 18+ mths </div> <div style="display: flex; justify-content: space-between;"> 10987654321 </div>	<div style="border: 1px solid black; padding: 5px; float: right; width: 150px;">Project Timeframe Rating:</div>	
3. PROJECTED REVENUE POTENTIAL -Anticipated total revenue from project? (if no strong customers, use 1X value) <div style="display: flex; justify-content: space-between;"> Over Under </div> <div style="display: flex; justify-content: space-between;"> 5M4M1M100K </div> <div style="display: flex; justify-content: space-between;"> 10987654321 </div>	<div style="border: 1px solid black; padding: 5px; float: right; width: 150px;">Revenue Potential Rating:</div>	
4. COMPETITIVE THREAT TO BELL SOUTH -Sale give customer competitive advantage over BellSouth? <div style="display: flex; justify-content: space-between;"> No High </div> <div style="display: flex; justify-content: space-between;"> Threat Threat </div> <div style="display: flex; justify-content: space-between;"> 10987654321 </div>	<div style="border: 1px solid black; padding: 5px; float: right; width: 150px;">Competitive Threat Rating:</div>	
5. INTANGIBLE VALUE -Set stage for future big # deals? -Build/foster relationship w/existing/future customer? -Officer request/interest? -Public relations opportunity? <div style="display: flex; justify-content: space-between;"> High Low </div> <div style="display: flex; justify-content: space-between;"> Profile Profile </div> <div style="display: flex; justify-content: space-between;"> 10987654321 </div>	<div style="border: 1px solid black; padding: 5px; float: right; width: 150px;">Intangible Threat Rating:</div>	
TOTAL SCORE:		

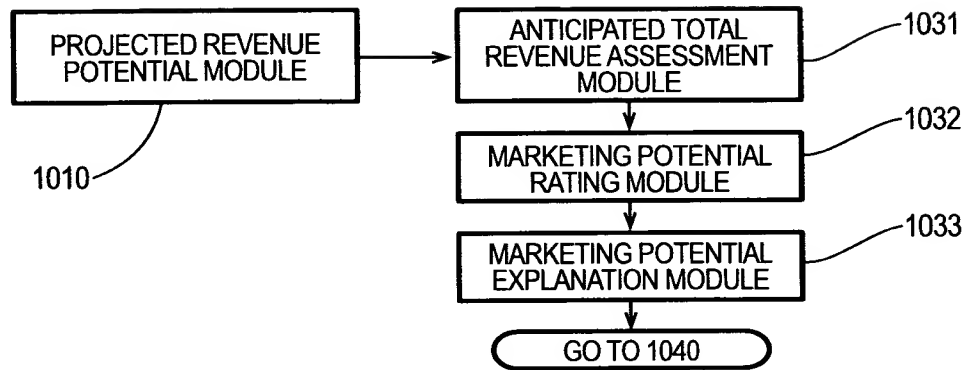
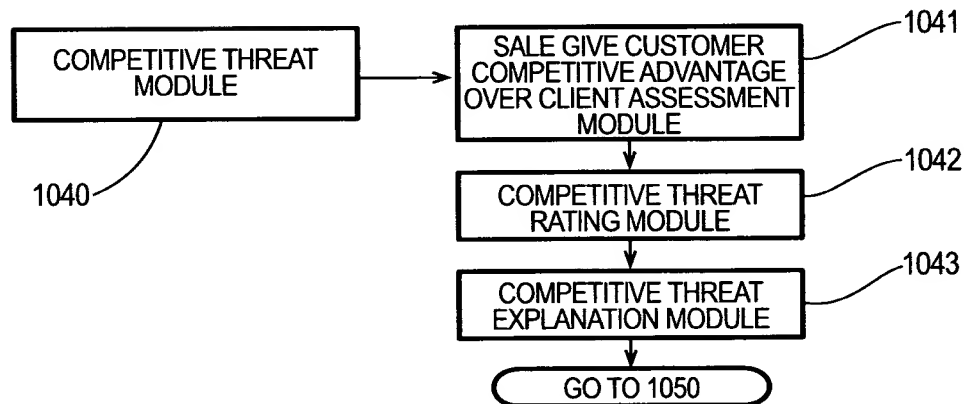
Fig. 212

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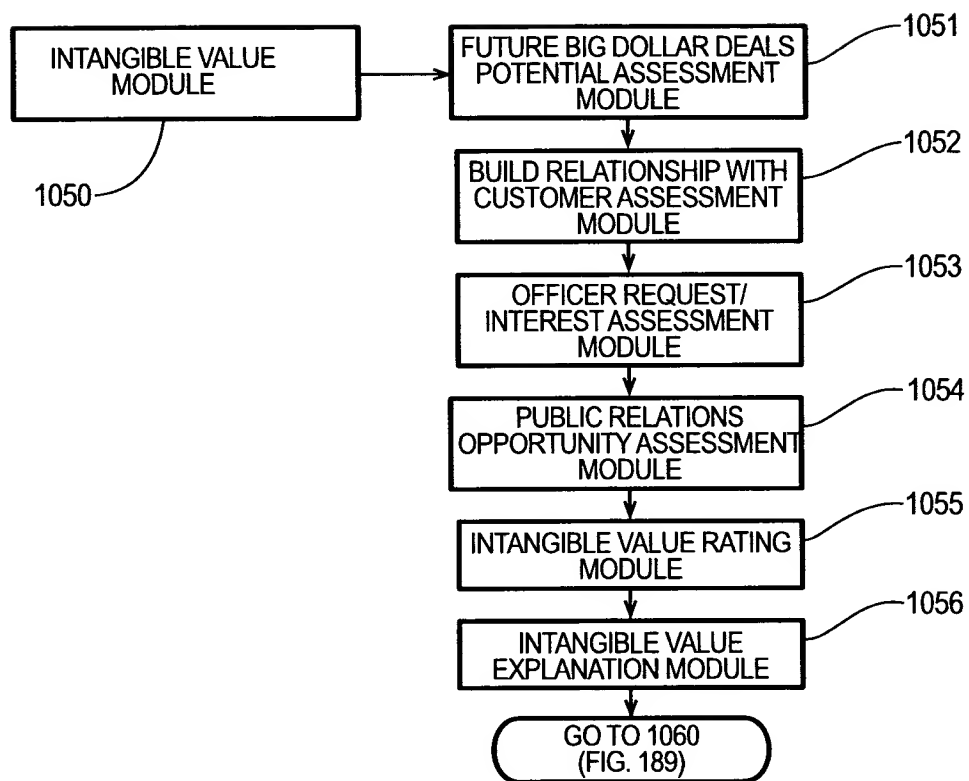
*Fig. 213*



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*Fig. 216**Fig. 217*

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***Fig. 218***

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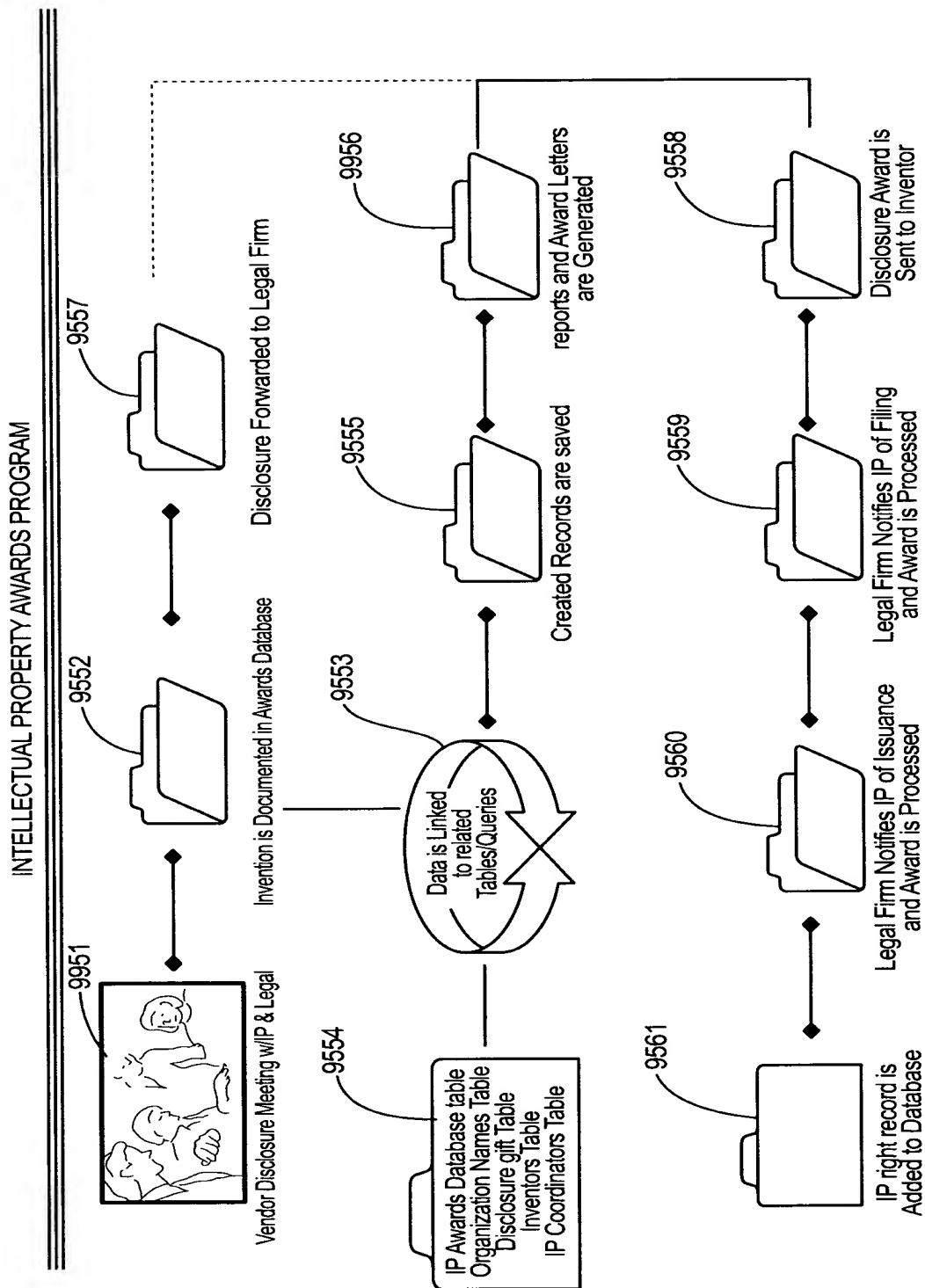


Fig. 219

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Company Intellectual Property 10 Step Checklist

✓ Patents

- Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut cuss and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404 xxx-xxxx) or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓ Trademarks

- The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- All subbrands have been cleared by the Director of Trademarks.
- All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (4040 xxx-xxxx).

✓ Copyrights

- Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of administration (404) xxx-xxxx.

✓ Proprietary Information

- All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- All proprietary information has been securely stored and properly disposed.
- An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓ Ownership

- Before any development work to be done by an outside vendor (such as software, training courses of advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

✓ Marketing

Company's policy is to maximize the value from its intellectual property.

- Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Fig. 220

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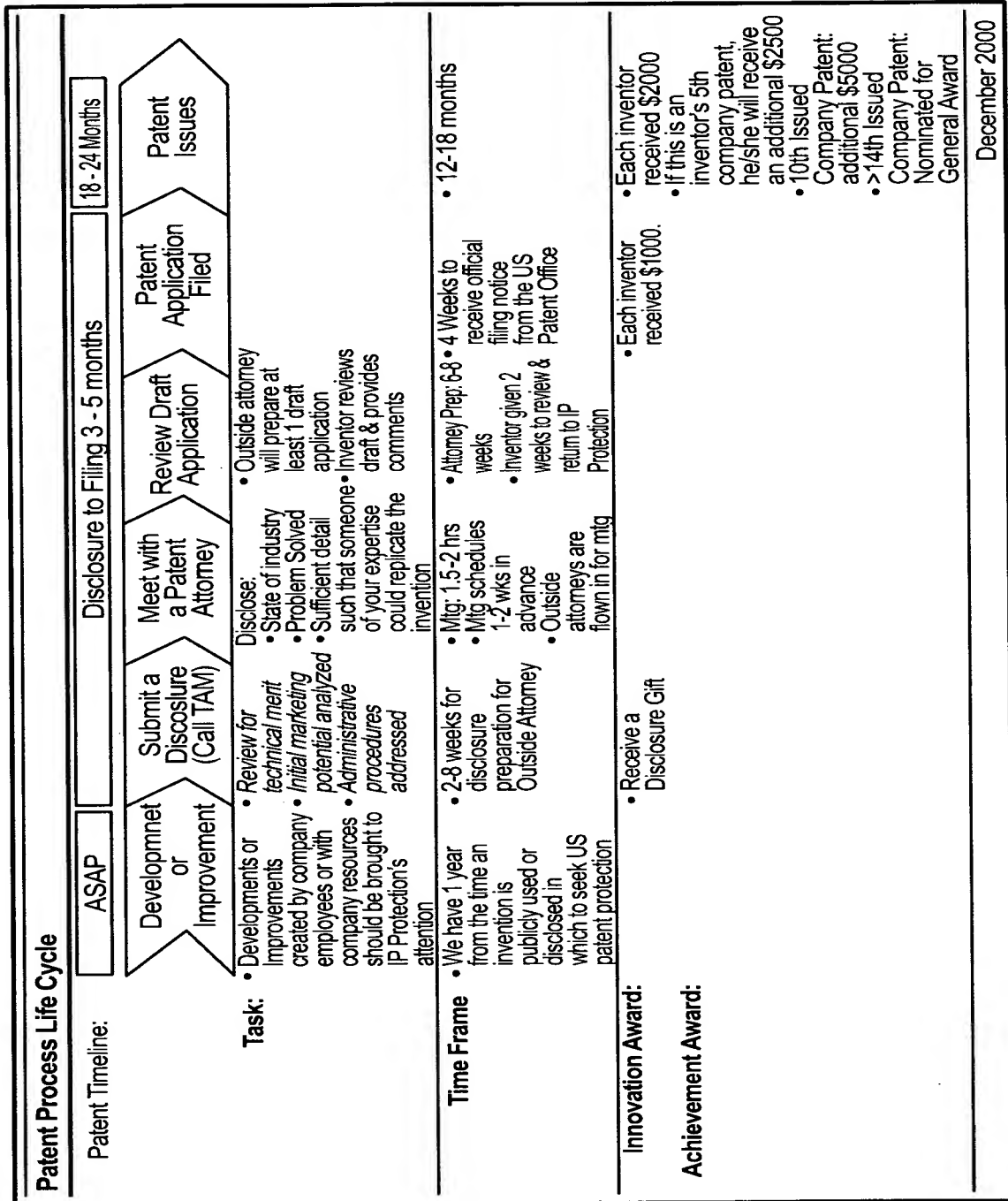


Fig. 221

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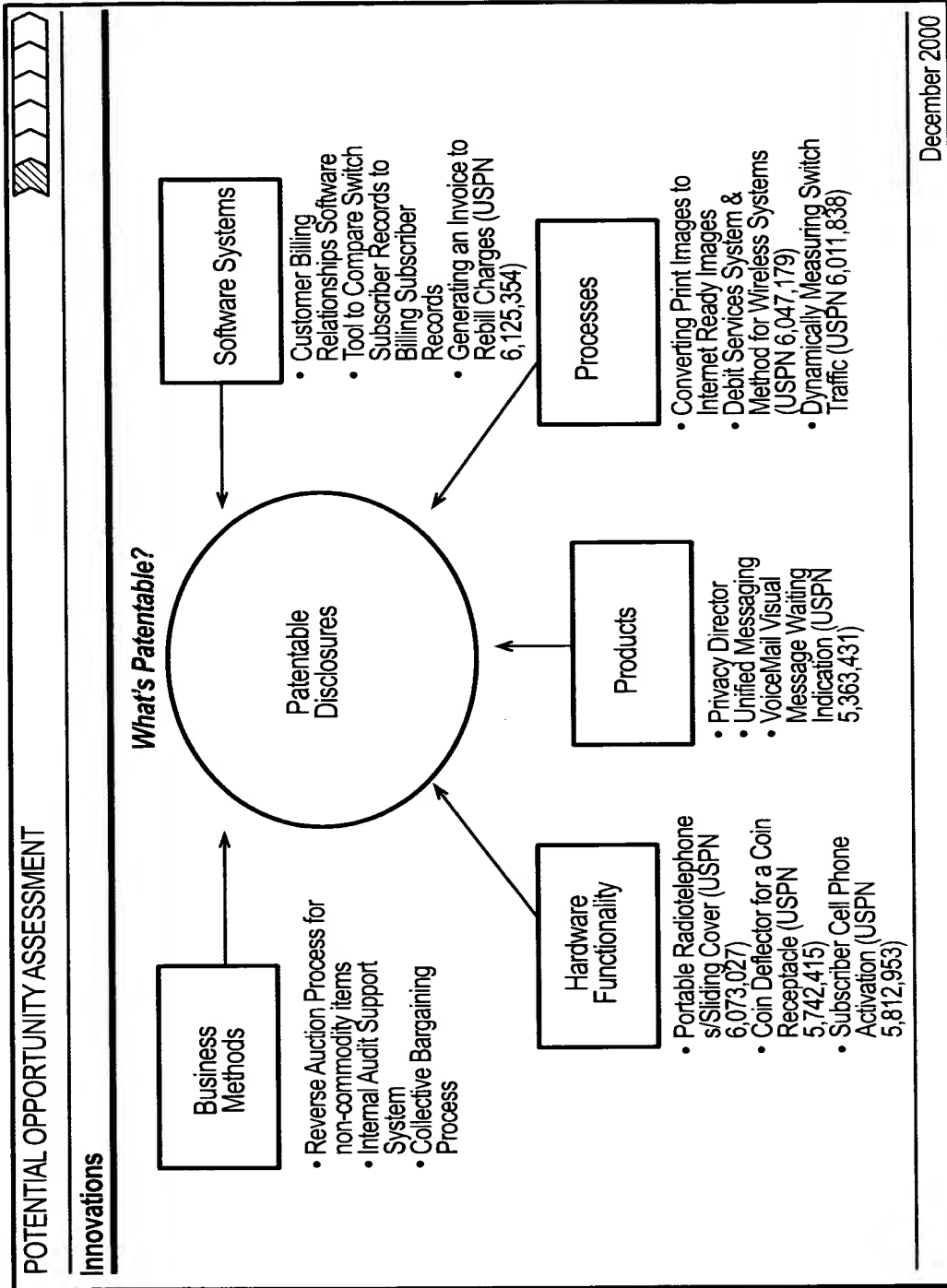




Fig. 222

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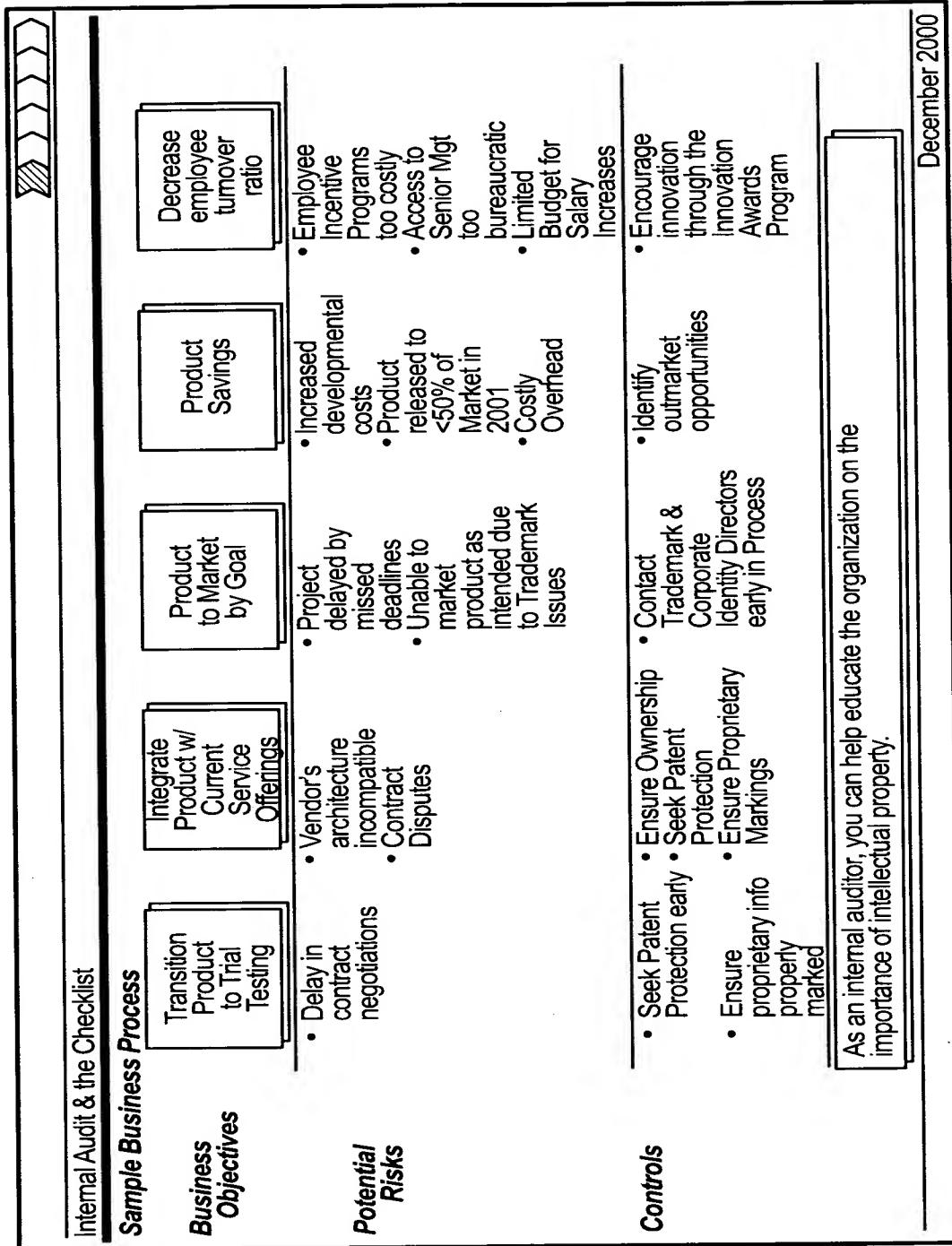
Internal Auditor	
<p style="text-align: center;"><i>Inventor</i></p> <ul style="list-style-type: none"> • Identify innovations within your organization: <ul style="list-style-type: none"> - Developed or improved a process or service? - Created a method of doing business? - Improved efficiency or cut costs? • Innovation: <ul style="list-style-type: none"> - Developments or improvements by you, the employee or - Developments or improvements created with resources 	<p style="text-align: center;"><i>IP Ambassador</i></p> <ul style="list-style-type: none"> • Raising Awareness of Intellectual Property: <ul style="list-style-type: none"> - Assist in the education of employees - Identify intellectual property risks to business objectives - Identify intellectual property controls to those risks - Where appropriate, suggest IP inclusion to organizations modifying their business process.

December 2000

Fig. 223

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*Fig. 224*

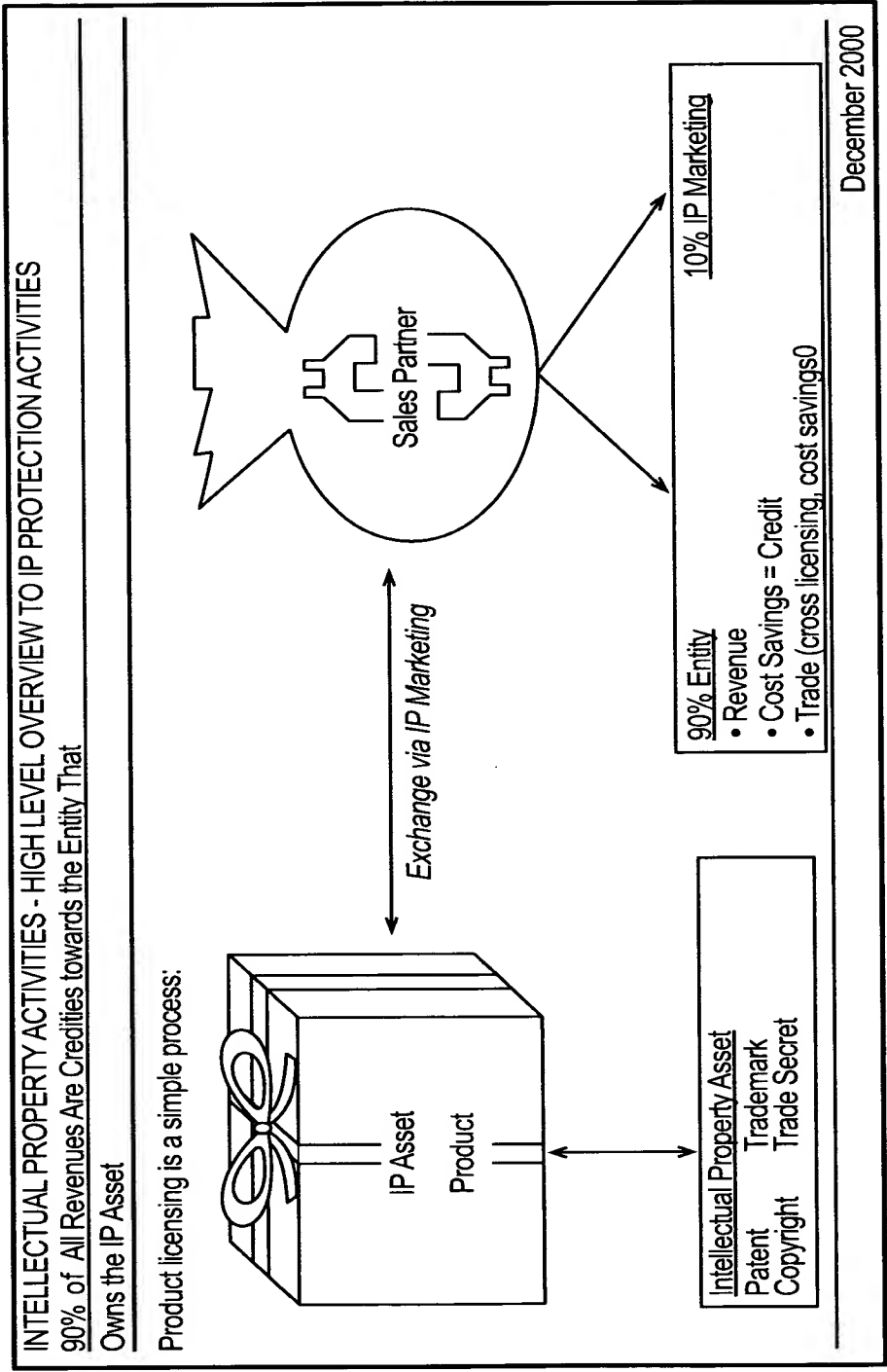
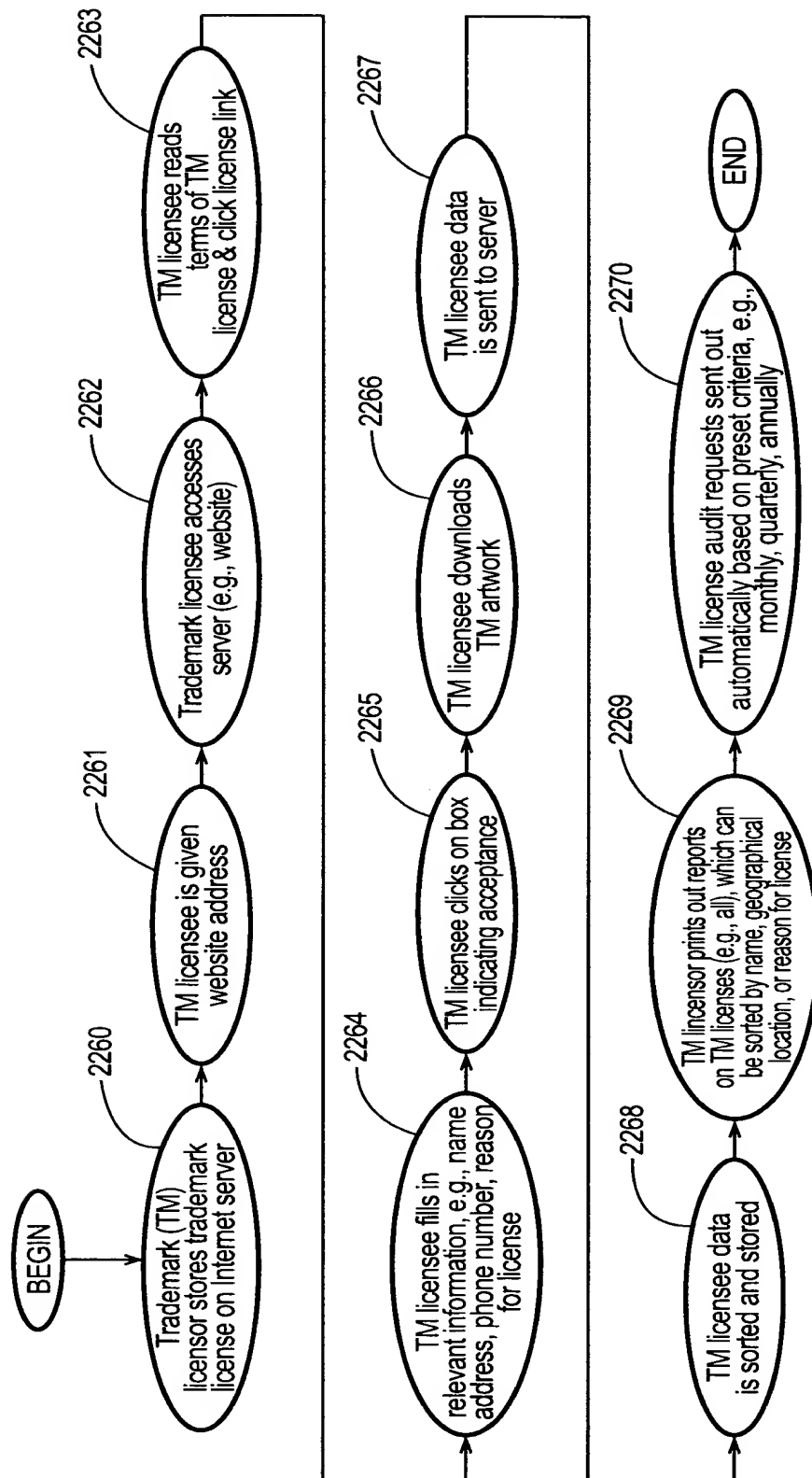


Fig. 225

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**Fig. 226**